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BROADCASTING TELECASTING

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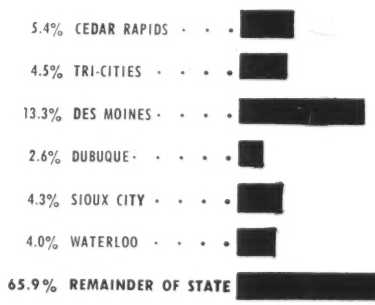
23RD year

...T NEWSWEEKLY ...RADIO AND TV

Buy WHO and Get Iowa's Metropolitan Areas.. *Plus* the Remainder of Iowa!

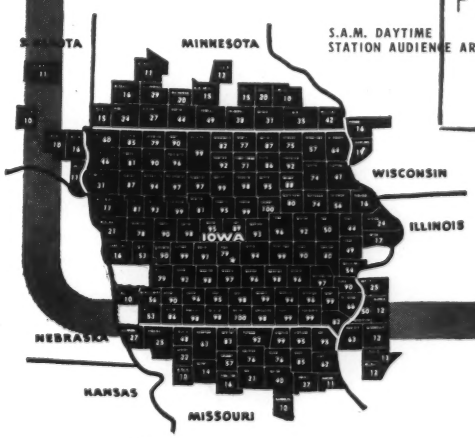


TAKE AUTOMOTIVE SALES, FOR INSTANCE!

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
83.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
50.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.6%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1953-'54 Consumer Markets



S.A.M. DAYTIME STATION AUDIENCE AREA

FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

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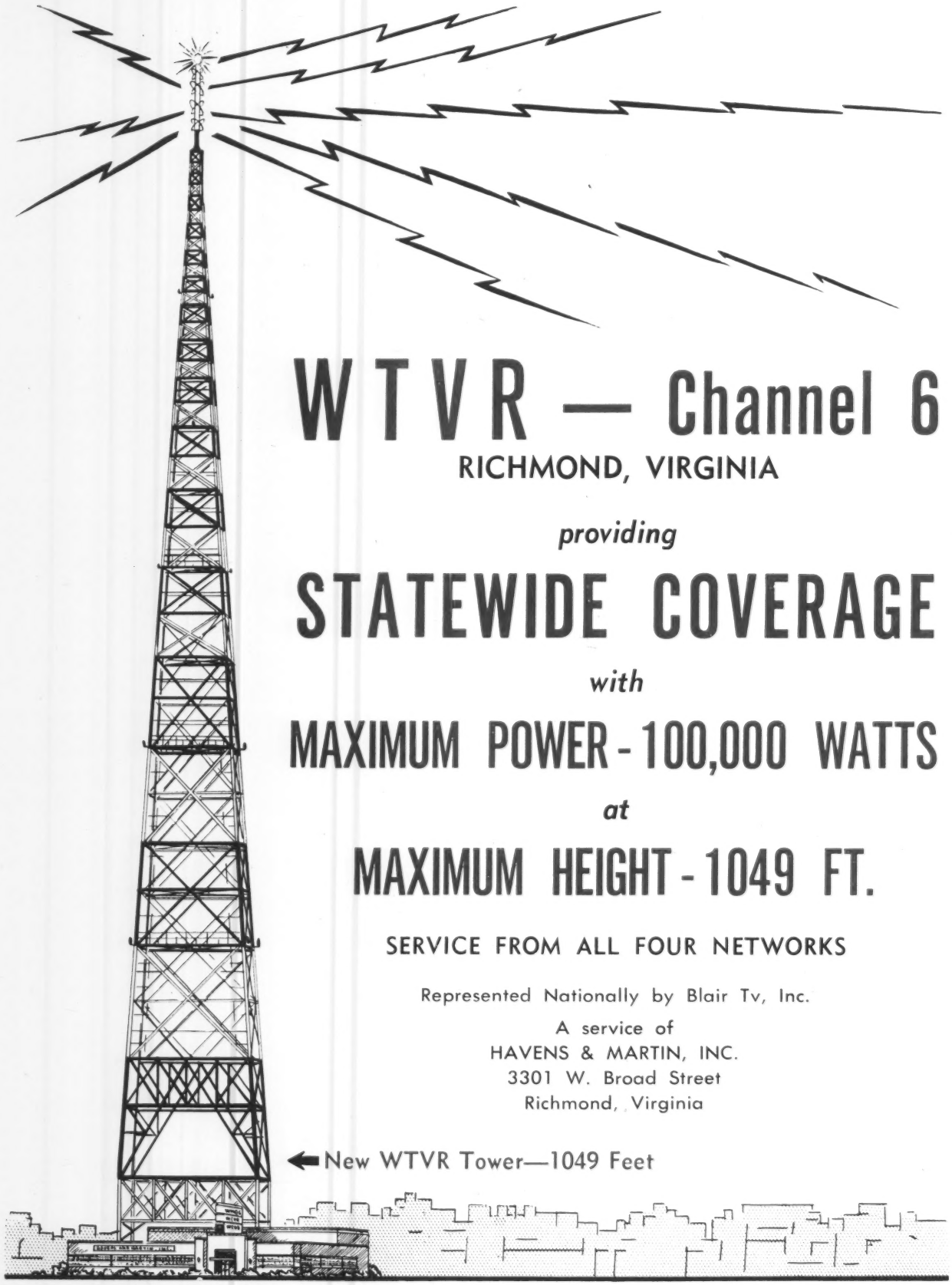


WTVR — Channel 6

RICHMOND, VIRGINIA

providing

STATEWIDE COVERAGE

with

MAXIMUM POWER - 100,000 WATTS

at

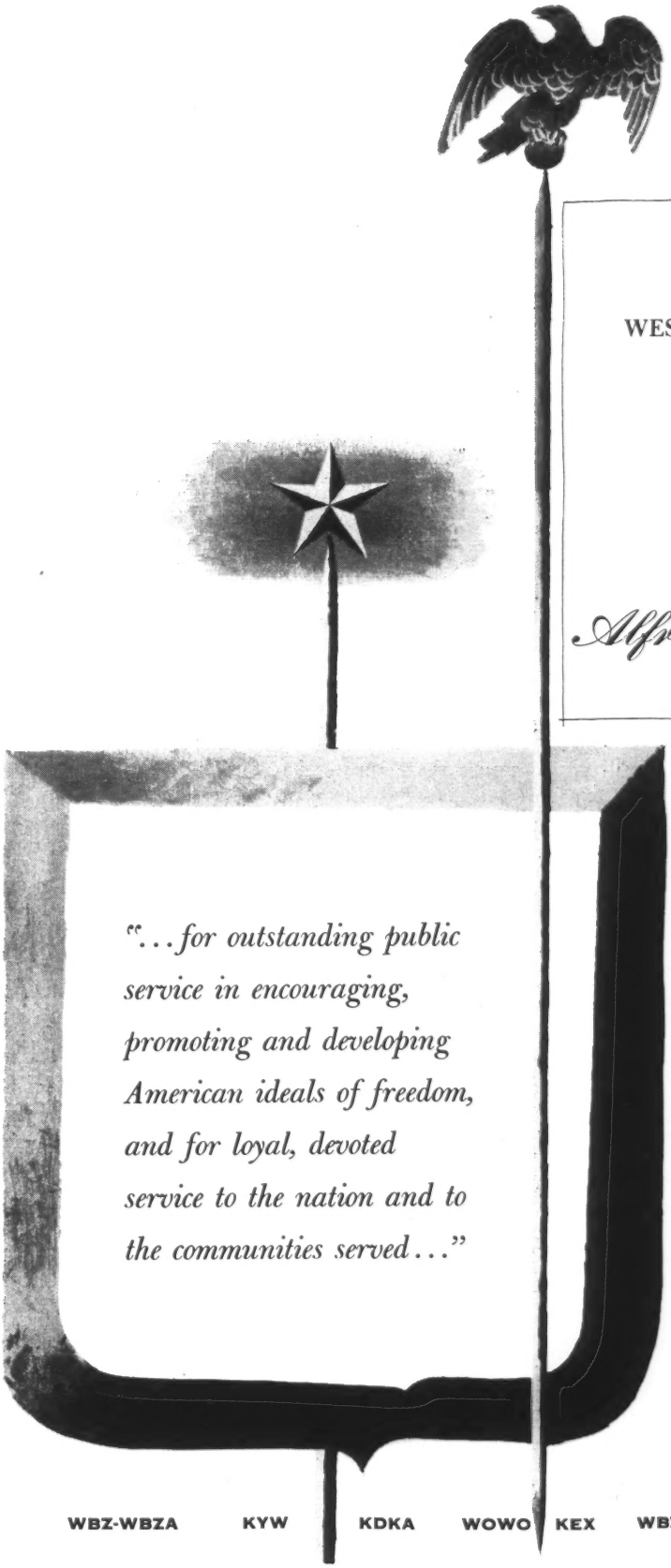
MAXIMUM HEIGHT - 1049 FT.

SERVICE FROM ALL FOUR NETWORKS

Represented Nationally by Blair Tv, Inc.

A service of
HAVENS & MARTIN, INC.
3301 W. Broad Street
Richmond, Virginia

← New WTVR Tower—1049 Feet



TO

WESTINGHOUSE BROADCASTING

COMPANY'S

WBZ AND WBZ-TV,

BOSTON,

THE

Alfred I. duPont Award

"...for outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal, devoted service to the nation and to the communities served..."

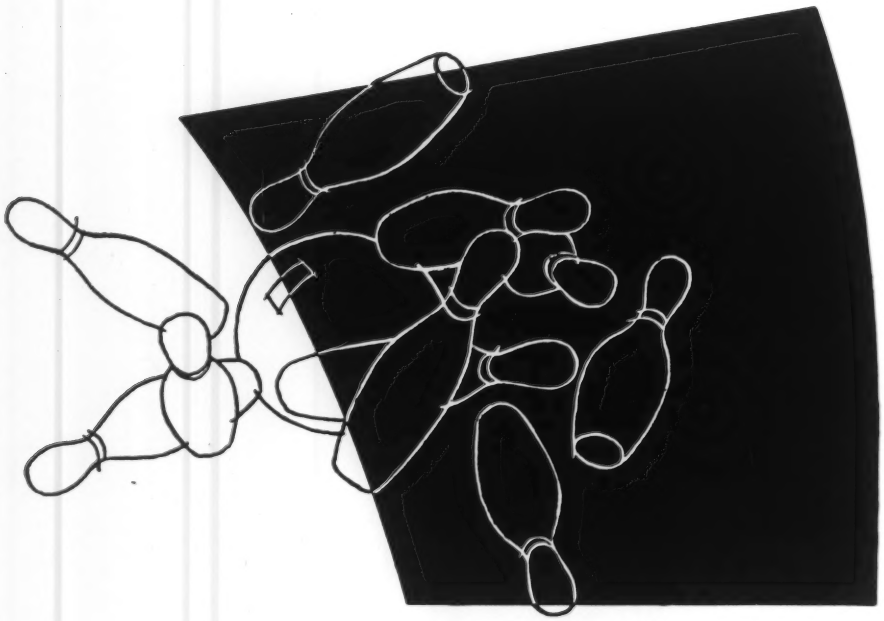
WESTINGHOUSE BROADCASTING COMPANY'S first scheduled broadcast was a public service program... reporting the returns of the Harding-Cox election in 1920.

Public service continues to be a foundation upon which each WBC station builds its strength.

Westinghouse Broadcasting Company, Inc.

WBZ-WBZA KYW KDKA WOWO KEX WBZ-TV WPTZ

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



STRIKE!

TEN OUT OF TEN

Again KRLD's Radio overwhelming listener supremacy is demonstrated by a clean sweep of all 10 out of the 10 highest rated programs in Dallas, attested by the Pulse Report for December, 1953 and January, 1954.

The same report reveals that KRLD leads all seven of other Dallas Radio stations combined in 192 highest-rated 15-minute periods, 8:00 a.m. until 12 midnight 7 days per week.

KRLD . . . . . 122 Firsts
Sta. B . . . . . 39 Firsts
Sta. C . . . . . 13 Firsts
Sta. D . . . . . 2 Firsts
Ties. 16

Stations E, F, G, H: No Firsts
KRLD 122 Firsts; All Other Stations Combined 54.

"THE MAKE SENSE BUY IN DALLAS"

KRLD 50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative
OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit

PRESIDENT EISENHOWER is weighing FCC chairmanship and has not yet decided to reappoint Rosel H. Hyde when his initial one-year term ends April 18. (Mr. Hyde's service as commissioner is not affected since his term runs until June 30, 1959.) Uncertainty apparently stems from patronage matters not being handled to satisfaction of Republican National Committee. But support for Hyde is practically unanimous in industry ranks. Best guess at deadline is Mr. Hyde would win at least temporary reappointment, until patronage matters can be straightened out.

★ ★ ★

RE FCC chairmanship, GOP senators are getting into act too. Some presently opposing Hyde are endorsing John C. Doerfer or Robert E. Lee, but latter, immensely popular on Hill, has asked that he not be considered and favors Hyde reappointment. There was report too that White House might consider newcomer, even though no vacancy exists. Mr. Doerfer's term expires June 30 and there's random talk about naming him to Federal Power Commission to succeed Dale E. Doty, Democrat, California, whose term ends June 22. New man presumably wouldn't be named chairman of FCC, at outset anyway.

★ ★ ★

LEONARD F. ERIKSON, director of Voice of America operation since last July, has advised Theodore C. Streibert, director of USIA, he's been asked to return to his vice presidency at McCann-Erickson in near future. Mr. Erikson has been on leave from agency. Successor probably will be named shortly from within broadcasting-advertising agency field.

★ ★ ★

RULE-MAKING proceedings on desirability of establishing booster and satellite stations in tv to fill out station coverage patterns soon will be ordered. FCC last Wednesday discussed step after several of its members participated in symposium at Institute of Radio Engineers convention in New York. While supplementary stations could function both for vhf and uhf, FCC notion is that latter service is in greatest need because of power and coverage limitations.

★ ★ ★

MILITARY advertising furor threatening to erupt again as U. S. Army and Air Force, through Dancer - Fitzgerald - Sample, New York, send questionnaires to stations asking free time as public service. In past recruiting campaigns these services have used paid spot announcements. Agency claims it is handling account on public service basis.

★ ★ ★

ONE result of hearings on plight of uhf to begin April 27 before Senate Communications Subcommittee (see story page 27) will be to delay FCC action on proposed new multiple ownership rule in tv. FCC, it's felt, will be reluctant to act on multiple ownership prior to hearing. Commission, before Senate action, was ready to rule in favor of five vhf and two uhf in hands of single entity.

INSIDE report: Senate Communications Subcommittee already is beating bushes to get many uhf broadcasters to appear at April hearings.

★ ★ ★

FCC SHORTLY will propose its first significant amendment to network monopoly rules in decade. It will propose rule-making procedure whereby tv affiliates would be precluded from blocking stations in nearby communities from taking identical network programs where advertiser would be willing to use both. This would mean broader interpretation of network "exclusivity" ban.

★ ★ ★

TOLEDO BLADE, paper in Edward Lamb's home town, brands as "bunk" report that Mr. Lamb has Communist connections. It contends that it has never come across any evidence to support accusation made to FCC and on which hearing is indicated.

★ ★ ★

EXTENT of General Teleradio's participation in tv syndication largely through film networking operation will be determined by Tom O'Neil, chairman and president, by early May. Having already negotiated agreement with Bank of America for $1.25 million [B•T, March 15], he now has under consideration further feature film acquisitions. Plans are being made at Palm Beach where Mr. O'Neil has established temporary headquarters.

★ ★ ★

TO SUPPLY new source of low cost programming for tv, notably in secondary areas where American "folk music" abounds, one of largest of hill-billy organizations is contemplating complete kines on regular syndicated "library" basis.

★ ★ ★

EASTMAN Kodak Co., Rochester, preparing half-hour film dramatic show in color, which will be placed regionally in number of markets, with release date sometime this fall. J. Walter Thompson Co., N. Y., is agency.

★ ★ ★

PETITION to squeeze ch. 13 into Norfolk area is to be filed with FCC today (Monday) by ch. 27 WTOV-TV there, one of three uhf's in market, on air since Dec. 6. WAAM (TV) is on ch. 13 in Baltimore, WLVA-TV at Lynchburg, Va.

★ ★ ★

NOTION that Mutual is putting emphasis on "right wing" is discounted by network's executives. Facts Forum "subsidizing" of *Reporters Roundup* is simply means of defraying heavy production cost of program, which remains cooperative, says Tom O'Neil. And John T. Flynn, likewise co-op, is offered take-it-or-leave-it to affiliates. Don Lee, wholly-owned subsidiary, has turned down Flynn series. Other Mutual programs, such as *Newsreel*, it's said, are available for "production costs subsidy" on same basis.

IN THIS ISSUE

LEAD STORY

Sen. Potter's Communications Subcommittee sets hearings in April on the status of uhf and the multiple ownership question, while the parent Senate Commerce Committee asks FCC to put off its fee plans until 1955. *Page 27.*

ADVERTISERS & AGENCIES

A big week for business. General Foods takes $3 million ad budget from Foote, Cone & Belding, consolidates accounts between Young & Rubicam and Benton & Bowles. Procter & Gamble buys big slice of CBS-TV time. *Page 29.*

FILM

Roach adds $9 million to '54 production budget, expands 300%. *Page 31.*

FACTS & FIGURES

RETMA's Sprague says black-and-white tv is holding its own in color's introductory year. *Page 33.*

TRADE ASSOCIATIONS

Highlights of the Institute of Radio Engineers' annual convention: Color film. *Page 34.* High Fidelity. *Page 38.* The future of electronics. *Page 38.*

GOVERNMENT

A newspaper protests a tv grant, claims it would suffer economic injury. *Page 44.*

STATIONS

Storer Broadcasting's profits reach new high. *Page 58.*

NETWORKS

ABC increases its gross income in 1953, but high costs keep operations in the red. *Page 61.*

MANUFACTURING

RCA's first commercial color tv set comes off the line. *Page 62.*

INTERNATIONAL

Canadian Assn. of Radio-Tv Broadcasters meets in Quebec. *Page 65.*

FEATURES

Big advertisers are turning to radio and tv to prove they can beat a slump. *Page 69.*

Tv goes bigtime in the daytime. *Page 76.*

AWARDS

Dr. Goldsmith wins the second IRE Founders Award. *Page 93.*

1953 duPont Radio-Tv Awards are presented in Washington. *Page 95.*

FOR THE RECORD

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 107.*

to spread the light of learning

WGAL-TV NBC • CBS • ABC • Du Mont

LANCASTER, PENNA.

Keenly aware of its educational responsibility to the communities it serves—Lancaster, Harrisburg, York, Reading, Lebanon, and hundreds of smaller cities and towns—WGAL-TV presents College of the Air, Monday thru Friday, 9:00 to 9:30 a.m. Leading educators of the area conduct discussions on five basic topics of special interest to viewers —Sociology, Physical Science, Mathematics, The Humanities, Adult Education.

College of the Air is part of the imaginative programming designed by WGAL-TV to meet the needs and special interests of its wide, diversified loyal viewing audience.

Dr. T. A. Distler
President
Franklin and Marshall College

Dr. A. C. Baugher
President
Elizabethtown College

Dr. D. L. Boiemeslerfer
President
Pennsylvania
State Teachers College
Millersville

Dr. Robert Gates Dawes
President
York Junior College

Dr. Frederic K. Miller
President
Lebanon Valley College

WGAL AM TV FM *Represented by* **MEEKER**
New York • Los Angeles
Chicago • San Francisco

Mr. Channel 8

Steinman Station
Clair McCollough, President

at deadline

NBC's Weaver Tells Affiliates Of Color Tv 'Spectaculars'

NBC's plans for color tv "spectaculars," series of 90-minute programs such as musical comedies, operettas, dramas, circuses and ice shows, etc., slated to start in October (story page 62), were sketched to network's affiliates by President Sylvester L. (Pat) Weaver Jr. in closed circuit talk Friday afternoon. Present plans, he said, call for spectaculars in regular series at 9-10:30 p.m. Saturdays, 7:30-9 p.m. Sundays, or 8-9:30 p.m. Mondays at rate of one every other week. Additionally, "one-shot" spectaculars on occasional basis, and black-and-white series may also be presented three Saturdays in four during 1954-55 season, Mr. Weaver reported.

Thirteen color spectaculars—which will be received in black-and-white on existing sets—will be under supervision of Leland Hayward, noted producer, and sponsor for this series will be announced shortly, Mr. Weaver said.

"Spectaculars," he said, "will bring back to television the role of a conversation-piece. A parade of talent amassed at great expense and with tremendous work will be an occasion that will pull a vast audience. This will come closer than anything in the past to our objective of all-set, all-family circulation."

FCC Refuses More Detail On Charges Against Lamb

FCC Friday denied request of publisher-broadcaster Edward Lamb that it furnish details and source of information behind allegations of Communist ties made against him. Commission had listed charges in pre-hearing notice on renewal bid of Mr. Lamb's WICU (TV) Erie, Pa. [B•T, March 22, 15].

Commission letter fortnight ago questioned Mr. Lamb's representations in various radio-tv applications, alleged it had evidence showing former Communist Party membership, financial contribution and association. Charges were termed "vile lies" by Mr. Lamb who said he would use every means, including court action, to clear his name.

Mr. Lamb's petition for more details noted Sec. 309(b) of Communications Act provides nature and source of protests or objections to bids must be revealed. FCC concluded:

It is our opinion that the provisions of Sec. 309(b) . . . have application only in instances where there has been submitted to the Commission oppositions, objections, or protests against the grant of an application. Although in this case no such objections, oppositions, or protests have been received in connection with the [WICU] renewal application, questions have been raised with respect to this application by the Commission itself. Such questions have been raised by the Commission in the light of information in its records concerning the applicant and upon further investigative inquiry by the Commission in connection with the pending application. And, as indicated above, the letter sent to petitioner in this case pursuant to Sec. 309(b) states with clarity and specificity the charges resulting from this investigation, including reference to time, place, and nature of the activity involved. . . .

Denial of the petition will not deprive petitioner of an opportunity to explore fully the charges referred to in our letter of March 11, 1954. In the event that petitioner's response to our letter does not resolve the problems raised therein and the determination is thereafter made by the Commission that a hearing will be necessary, petitioner will be afforded all of the safeguards of due process, including opportunity to examine such individuals as may testify.

BAN ON TELETHONS

LOS ANGELES City Board of Social Service Commissioners has banned telethon charity appeals in area unless they are "for emergency purposes." Board said emergency would be "to meet disaster needs such as are created by earthquake or extraordinary epidemics." Thomas A. J. Dockweiler, board chairman, said none of four charity telethons in last year would have been able to meet requirements of new policy. Screen Actors Guild and Theatre Authority have long opposed telethons on ground they are imposition on talent.

House Committee Approves FCC $6.7 Million Budget

HOUSE Appropriations Committee Friday approved $6,694,400 budget for FCC operations in fiscal 1955, beginning next July 1. Included in total is $150,000 which FCC did not spend during fiscal 1954 [B•T, March 15]. Broadcast activities would get about $1,231,190, figure requested in President's budget estimate.

Appropriation is scheduled to come up for House consideration today (Mon.). Appropriations committee noted that FCC expects all cases in tv where contests are involved and hearings necessary to be in "some stage of the hearing process." Knocked out of appropriation was $950,000 requested for frequency usage monitoring program because "FCC is already engaged in extensive monitoring activities as are the other departments who use radio communications." Committee suggested Commission use information already available.

One Deal Set, Other Pends On Feature Movies for Tv

SAMBA Pictures Corp., new motion picture distribution company, has acquired five-year distribution rights, for television and theatres, to 10 full-length feature films from Chesapeake Industries Inc., onetime parent company of Eagle-Lion Co., for estimated $300,000. Included in package are "Tulsa," with Robert Preston and Susan Hayward, "Big Cat," "Lost Honeymoon," "Trapped" and "The Man from Texas." Jerome Hyams, Samba president, said when pictures are ready for release tv distribution will be handled by Hygo Tv Films, which Mr. Hyams also heads.

Meanwhile, General Teleradio reported Friday that attorneys are working out final details of agreement under which General Teleradio will serve as exclusive licensing agent in U. S. and Canada for 30 feature films controlled by Bank of America [B•T, March 15]. It was said agreement is expected to be signed shortly. (See CLOSED CIRCUIT, page 5.)

Sun Oil Adds Mark Clark

SUN OIL Co., Philadelphia, announced Friday it had retained Gen. Mark W. Clark, president of The Citadel and former Supreme Commander of UN forces in Far East, as guest commentator on NBC Radio *Three Star Extra.*

• BUSINESS BRIEFLY

FUEL CAMPAIGN • Phillips Petroleum Co. (Flite fuel), through Lambert & Feasley, N. Y., preparing radio spot announcement campaign to run April 2 to July 2 in about 100 markets where company has distribution.

CAMPBELL SPOTS • Campbell Soup Co. (tomato juice), through Compton Adv., N. Y., understood to be contemplating radio spot announcement campaign in non-tv markets.

WOMEN'S SHOWS • General Foods (Certo Sur-Jell), through Benton & Bowles, N. Y., planning annual seasonal campaign on women's participation radio shows, effective early in April in about 25 markets.

D-CON TAKES NBC RADIO • Sona Div., d-Con Co., has bought Sunday 11:15-30 a.m. period on 131 NBC Radio stations to sponsor *Doorway to Beauty*, featuring Jeanette Evans, for 10 weeks. Marfree Adv., Chicago, is agency.

ABC-TV to Scan McCarthy

ABC-TV on Thursday will launch new series titled *Open Hearing*, featuring John Daly (Thurs., 9-9:30 p.m. EST) with first program devoted to report and analysis of events leading up to present Army-McCarthy controversy. Series is designed to present "significant issues and background on vital current topics so that the audience can make up its own mind." On initial telecast, it was reported, Mr. Daly will spotlight such key events as Major Peress case, Gen. Zwicker hearing, Cohn-Schine relationship, and running controversy between Sen. Joseph R. McCarthy (R-Wis.) and U. S. Army.

ABC Salutes WLS Joining

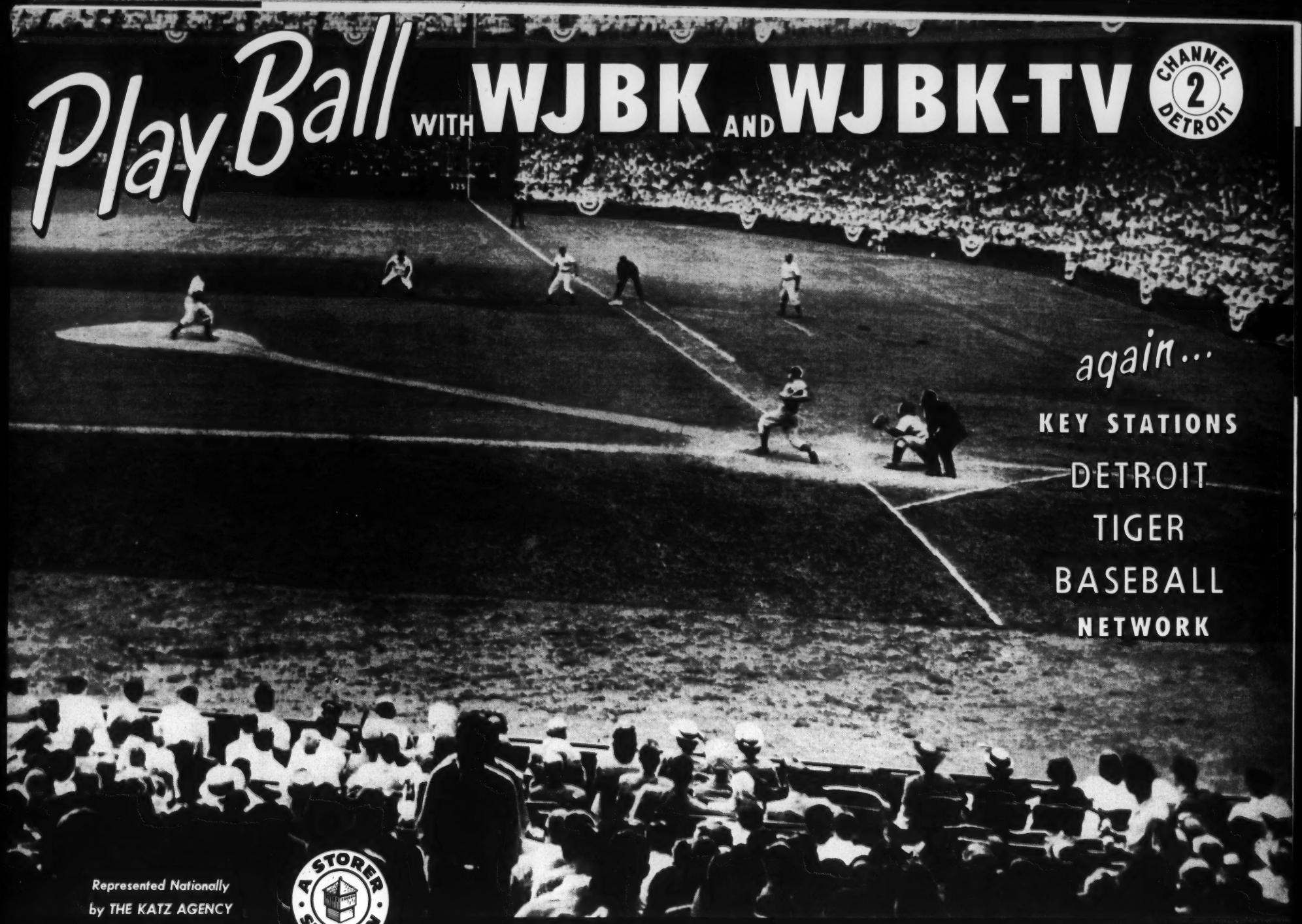
SPECIAL salutes by radio network and WBKB (TV) Chicago will mark formal fulltime affiliation of WLS Chicago with ABC April 1. Short messages of welcome to be carried on over 15 ABC radio programs and all tv shows of ABC o&o outlet. Fulltime operation by new WLS will permit "more flexible programming than was possible" by either WLS or WENR operating on shared time basis, ABC said.

45 Million See Awards . . .

ESTIMATED 45 million viewers watched NBC-TV coverage of 26th annual awards of Motion Picture Academy of Arts & Sciences last Thursday night, NBC research and planning department said Friday. Special 10-city Trendex rating of 10:30-11 p.m. EST section of telecast gave NBC-TV rating of 43.9, with share of audience of 79.4, as compared with 1953 Trendex rating for same period of 35.7, with share of audience of 70.2. It was reported that another 3,800,000 listened to NBC Radio's coverage of event. Oldsmobile Div., General Motors, sponsored on both NBC Radio and NBC-TV.

. . . Including One to Reeves

REEVES Soundcraft Corp., N. Y., received award from Academy of Motion Picture Arts and Sciences for its magnetic striping on film. Plaque was received in New York late Thursday night by Hazard Reeves, president.



National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Tv Grants Made Final In Montgomery, Charleston

FINAL decisions granting ch. 12 to WSFA Montgomery, Ala., and ch. 2 to WUSN Charleston, S. C., issued by FCC Friday. In Montgomery action, Commission dismissed competitive bid of Alabama Tv Co. "with prejudice" after examiner ruled it in default. WUSN grant was made possible by withdrawal of WHAN from ch. 2 contest [B•T, Feb. 22].

General Manager Lionel Baxter said WSFA-TV plans Oct. 1 target date with RCA equipment suitable for color. Station will have 316 kw ERP with antenna 1,200 ft. above average terrain on Mt. Carmel, 23 miles south of Montgomery. New radio-tv center to be completed in Cloverdale section Aug. 15, he said. Network, representative not set.

Manager Drayton Hastie reported WUSN-TV plans Sept. 1 target date, expects NBC affiliation. Equipment, representative not set.

WBLK-TV Disputes Newspaper Protest; Other Actions at FCC

IN REPLY to economic protest filed against its ch. 12 grant by local Clarksburg Pub. Co. (story page 44), WBLK-TV Clarksburg, W. Va., told FCC Friday newspaper firm "does not meet the basic statutory requirements of Sec. 309(c) and has failed to state with particularity any economic injury which is required to justify its status as a party in interest."

Publisher Cecil B. Highland contended tv would compete for advertising and hurt circulation of *Exponent* and *Telegram*.

WBLK-TV replied contrary has proven to be true since advent of tv stimulates local business, increases advertising market and arouses businessmen to new awareness of advertising. Permittee cited recent view of George C. Biggers, president of Atlanta Newspapers Inc. [B•T, Feb. 15], that printing of program logs in newspapers is a circulation builder because of the reader interest in program information. Mr. Highland's papers do not allow mention of word "radio," petition noted.

WBLK-TV said "in short . . . [Clarksburg Publishing] is suffering from a self-administered anesthesia which makes it unaware of electronic progress during the past 25 years. If protestant chose to arouse itself from this self-induced slumber, it might find, like Rip Van Winkle, awakening from a long sleep, that the world has progressed while the protestant has generally attempted to move back the hands of the clock."

Washington, N. C., Bid Filed

APPLICATION for ch. 7 in Washington, N. C., filed Friday by North Carolina Tv Inc., comprising W. R. Roberson Jr., president, 3.58% (WRRF Washington, N. C., and WRRZ Clinton, N. C.); H. W. Anderson, vice president, 16.67% (WVOT Wilson, N. C.), and William S. Page, secretary, 16.67% (WFTC Kinston, N. C.).

Chattanooga Uhf Deleted

PERMIT for Tom Potter's ch. 43 WTVT (TV) Chattanooga, Tenn., deleted by FCC for failure to prosecute bid for extension of time to construct.

WJBY-AM-FM Shuts Down

STATING it is losing money, NBC-affiliate WJBY-AM-FM Gadsden, Ala., turned in its license to FCC Friday after ceasing operation earlier in week. Assigned 250 w fulltime on 1240 kc, WJBY dated back to 1927.

KURV Granted Fulltime

KURV Edinburg, Tex., on 710 kc with 250 w daytime, granted change to fulltime, directional night, by FCC Friday. Commission denied boost in day power to 1 kw.

TV AS EDUCATOR

TWO expressions of praise for television's prowess as information and cultural medium voiced Friday in New York. William Jansen, superintendent of schools in New York, lauded WPIX (TV)'s *The Living Blackboard*, saying it had been well received by children at home and in school, and by general public.

In panel discussion on WNYC New York *Book Festival*, tv was upheld as medium that aids children's reading by broadening background of youngsters and inducing reading of all kinds. Agreement on this point voiced by Gil Fates, tv producer; Jeanne Bendick, author of children's books, and Josette Frank, of Child Study Assn. of America.

MBS-Facts Forum Compact

MBS announced Friday its *Reporters Roundup*, Mon., 9:30-10 p.m., will be co-produced by network and Facts Forum starting April 5 (early story page 62). Robert F. Hurleigh of MBS Chicago staff will moderate, replacing Everett Holles who continues as MBS Washington operations director. *Roundup* will be available for local and regional sponsorship.

Two NARTB Groups to Meet

MEETING of NARTB Sports Committee will be held April 5 at Ambassador Hotel, New York. George J. Higgins, KMBC Kansas City, is committee chairman. Freedom of Information Committee, headed by Edgar Kobak, WTWA Thomson, Ga., will meet at same hotel April 6.

Hydrogen Blast on Tv

NEWSREEL of first U. S. hydrogen bomb blast to be made available by Civil Defense Adm. for tv showing starting April 7 at 6 p.m. (EST). President Eisenhower authorized 28-minute censored release after consultation with National Security Council. Last blast was set off March 1 in Pacific.

UPCOMING

March 29-30: Briefing conference on communications law and regulation, sponsored by Federal Bar Assn., Sheraton Park Hotel, Washington.

March 29-30: NARTB Tv Code Review Board, Washington, D. C.

March 30-31: Ohio Assn. of Radio-Tv Broadcasters, Mansfield-Leland Hotel, Mansfield.

March 31: Testimonial dinner for Judge Justin Miller, retiring NARTB board chairman, Mayflower Hotel, Washington, D. C.

April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.

For other Upcomings see page 113.

PEOPLE

GRAEME W. STEWART, regional sales manager, Stewart-Warner Electric, appointed advertising and sales promotion manager of that product division (radio-tv-electronics), Stewart-Warner Corp.

ROBERT WHITE, formerly with Leo Burnett Inc. and J. Walter Thompson Co., Chicago, named to head new copy group at Needham, Louis & Brorby Inc., same city.

ALVIN EICOFF elected vice president and **MAURICE MAYBER** appointed advertising manager of d-Con Co., Chicago.

DAVID MAYER, national merchandising manager of Calvert Distillers, to Grey Adv., N .Y., as director of sales promotion division.

JAMES D. NORTH named manager of marketing department of Associated Products Div., General Foods Corp., N. Y. Formerly vice president of Market Research Corp. of America, he has been with GF since 1937.

ROBERT C. MOLUSKY of N. Y. office of Princeton Film Center, film producers and distributors, appointed director of film distribution with headquarters in Princeton, N. J.

CHARLES D. (CHUCK) REEVES, for past four years associated with CBS-TV film syndication units in Chicago and New York, appointed to CBS-TV network sales staff on *Morning* show (Mon.-Fri., 7-9 a.m. EST).

Great Northern Urges Fees To Defray MAAC Expenses

RESOLUTION proposing that affiliates of Mutual, not Mutual itself, pay expenses incurred by members of Mutual Affiliates Advisory Committee in course of committee duties has been adopted by stockholders of Great Northern Broadcasting System Inc. for forwarding to all MBS affiliates for "consideration and recommendation." Great Northern is northwest regional network which includes KVOX Moorhead, Minn., whose president, E. J. McKellar, is member of MAAC.

Great Northern resolution proposed that each MBS affiliate "contribute annually an amount not to exceed its one time Class A network rate, or $10 in the case of bonus stations, to a fund to defray the expenses of [MAAC] and its members in connection with its meetings and other activities." Mutual spokesmen said Friday they were unfamiliar with resolution. MAAC meets about four times annually, its expenses now paid by MBS.

Two States Join Daytimers

TWO daytime broadcaster groups—North and South Carolina—have affiliated with Daytime Broadcasters, according to Kenneth Patterson, WSIV Pekin, Ill., DBA president. Robert M. Wallace, WOHS Shelby, heads N. C. association; W. Randall Davidson, WAKN Aiken, directs S. C. group. Harry J. Daly, DBA general counsel, said DBA is expanding as part of joint drive by daytimers to obtain minimum 5 a.m.-7 p.m. operating hours.

WLCX Sold to Iowans

WLCX La Crosse, Wis., sold by President James J. Conroy for $30,000 to Roi and Gene Phillippe, Ottumwa, Iowa, subject to FCC approval. Gene Phillippe has held 50% interest in WKID Urbana, Ill. Blackburn-Hamilton Co. handled sale.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

A Personality Show In Its 11th Year!

"History Marks The Date"

with

Bert Shimp, M.C.

8:15-8:30 a. m.

Mon.-Fri.

A few availabilities

at press time!

Contact:

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or

The Katz Agency, Inc.

National Representatives

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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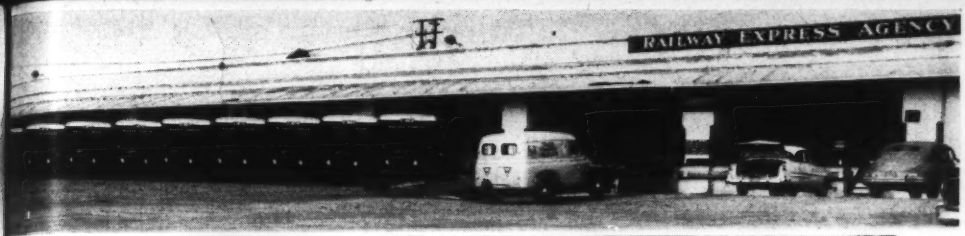

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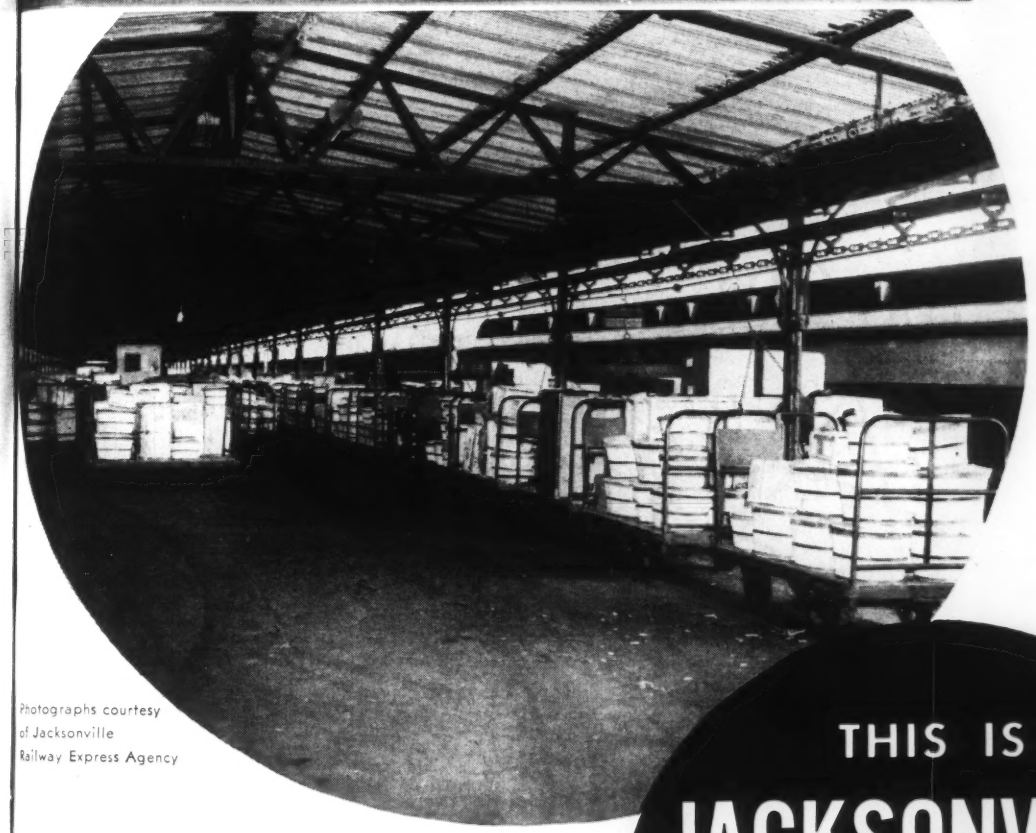


Photographs courtesy of Jacksonville Railway Express Agency

THIS IS

JACKSONVILLE

FLORIDA...

Express center of the southeast

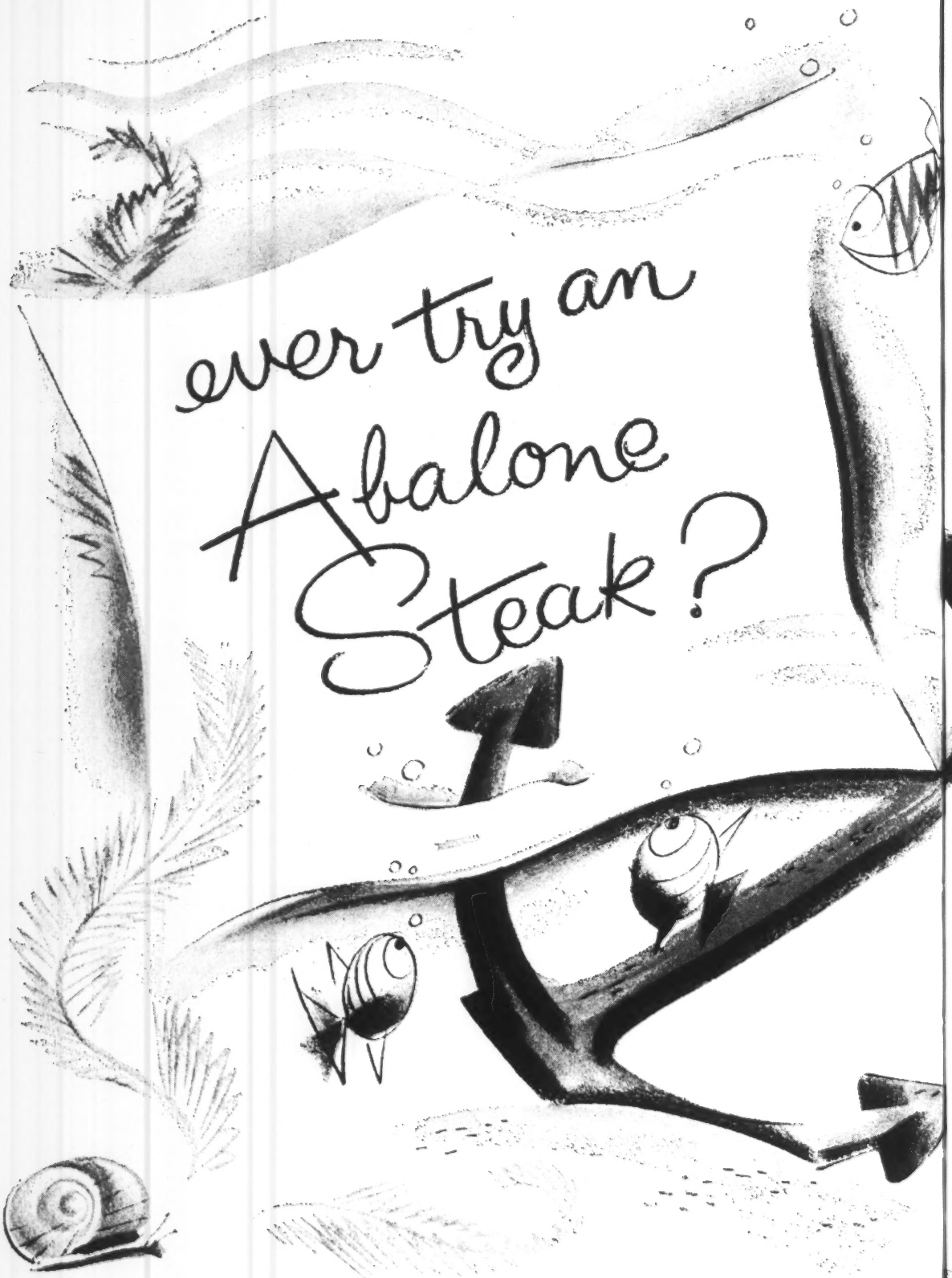
...WMBR is Jacksonville's most-listened-to radio station ...and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

WMBR

AM · FM · TV

Represented by CBS Radio and Television Spot Sales


ever try an
Abalone
Steak?

MAYBE you've always thought that abalone was just the name of a big, gleaming shell that graced Grandma's curio cabinet.

But if you're a Californian, then you know there's nothing quite as succulent as a properly-cooked steak of this local seafood.

And just as Californians have their likes and dislikes, so too do people in, say, Tennessee or Texas.

That's why, when it comes to *selling*, an advertiser's best choice is a local personality—someone who knows the people in his area and how to sell to them.

And for advertising on the local level, use these leading stations. All of them have popular on-the-air salesmen who can most convincingly sell your product locally.

WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah, Iowa	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

*Also represented as key stations of the *TEXAS QUALITY NETWORK*

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

the number 1 station in west virginia's number 1 market

wchs

the tierney company

charleston west virginia

cbs

THE MASK

Show (3/21): "Fingers of Fear"
Network: ABC-TV
Time: 8-9 p.m. EST
Director: Robert Stevens
Writer: Mel Goldberg for tv adaptation of story by Philip McDonald
Producers: Robert Stevens and Halsted Welles
Assistant Producer: Leonard Blair
Scenic Designer: Howard Barker
Music: Hank Sylvern
Technical Director: John Broderick
Cast (3/21): William Prince, Grant Williams, Mary Linn Beller, Don Briggs, Martin Brooks, Kathleen Maguire, Alan Tower.

ONE NOTICEABLE feature sets *The Mask*, an ABC-TV Sunday evening show, apart from its whodunit contemporaries. It runs live a full hour instead of the usual half-hour, thus prolonging the error by 30 minutes. Otherwise the pattern is pretty much the same. There is nothing here mystery writers didn't drain dry ages ago, if the March 21 show, titled "Fingers of Fear," is typical of the scripts used on the series.

Stars of *The Mask* are Gary Merrill and William Prince, cast as dignified young attorneys who occasionally stray from settling estates to become entangled in legal problems of a more colorful nature. The murder of a high school girl and tracking down of her killer was the plot of the "Fingers of Fear" episode. Mr. Merrill, a regular on the series, was "away on another case" March 21 and Mr. Prince carried the ball alone. That was just as well since the weight of the evidence hardly called for consideration by two lawyers.

Its format puts the series at one great disadvantage. Attorneys have no business playing cops. That's a phase of upholding law and order that does not ordinarily fall to the legal profession except perhaps in the minds of tv writers. The whole idea might be more plausible had Mr. Prince and Mr. Merrill been written into the script as detectives.

The actors on "Fingers of Fear" did their best with a mediocre script. The characters were standard—a champion of justice played by Mr. Prince, a hard-boiled police lieutenant more interested in getting a conviction than a criminal, his favorite suspect who of course had nothing to do with the murder and an assortment of bit players who had so little bearing on the yarn that one of them just had to be the murderer.

Production-wise, the show came off well enough. The sets were effective. Fades were smooth and well handled, particular from the camera standpoint. If there was one thing the show could have done without that was the foreboding organ music throughout.

* * *

KEYS TO THE CAPITAL

Network: NBC Radio
Time: 10:30-11 p.m. EST
Co-Producers: Joseph O. Meyers, Julian Goodman
Correspondents: Earl Godwin, Joseph C. Harsch, David Brinkley, Richard Harkness, Leif Eid, Ray Scherer

AN INFORMAL news commentary show called *Keys to the Capital*, began last Wednesday on NBC Radio. The weekly afternoon broadcast, originating in Washington, makes the most of NBC's reportorial talent headquartered in the nation's capital in giving listeners a capsule picture of what's happening at the domestic and international level.

The half-hour alloted to the broadcast allows for better treatment of subjects the commentators choose to discuss resulting in a more satisfactory broadcast in this off-the-cuff analysis of the news than could be hoped for in a shorter time period.

The correspondents assembled for the series are astute and experienced enough to insure an informative, interesting half-hour. The first show featured Earl Godwin, Joseph C. Harsch, David Brinkley, Richard Harkness, Leif Eid and Ray Scherer. These men will serve as the regular discussion group. Comments on the premiere show were limited to three general topics: President Eisenhower's statement that a man who is party to a dispute should not sit in judgment on his own case, the shipment of more planes to Indo-China, and a deal involving surplus butter up for sale possibly to Russia.

The main criticism forthcoming here was taken care of mid-way through the broadcast by Mr. Harkness who suggested that since several topics were up for review it might be wise to get on with them and forego further discussion on the President's statement which had served as a point of departure for a lengthy discourse on Sen. Joseph McCarthy. Mr. Godwin added that the Senator's activities were often publicized out of proportion with their real merit to the exclusion of events of worldwide consequence. The point made by these two commentators seems an intelligent one for all newscasters to keep in mind regardless of the issue. The remainder of the broadcast was turned over to Indo-China and the butter surplus in a somewhat less spirited discussion.

From a radio standpoint there was one bad production error. The participants were not introduced or given full identification at the outset of the program. That can probably be explained by considering that the people involved are so used to working in tv that they depend on such things as name cards in front of a panelist's chair to do the job that in radio should be handled by an announcer.

* * *

BOOKS

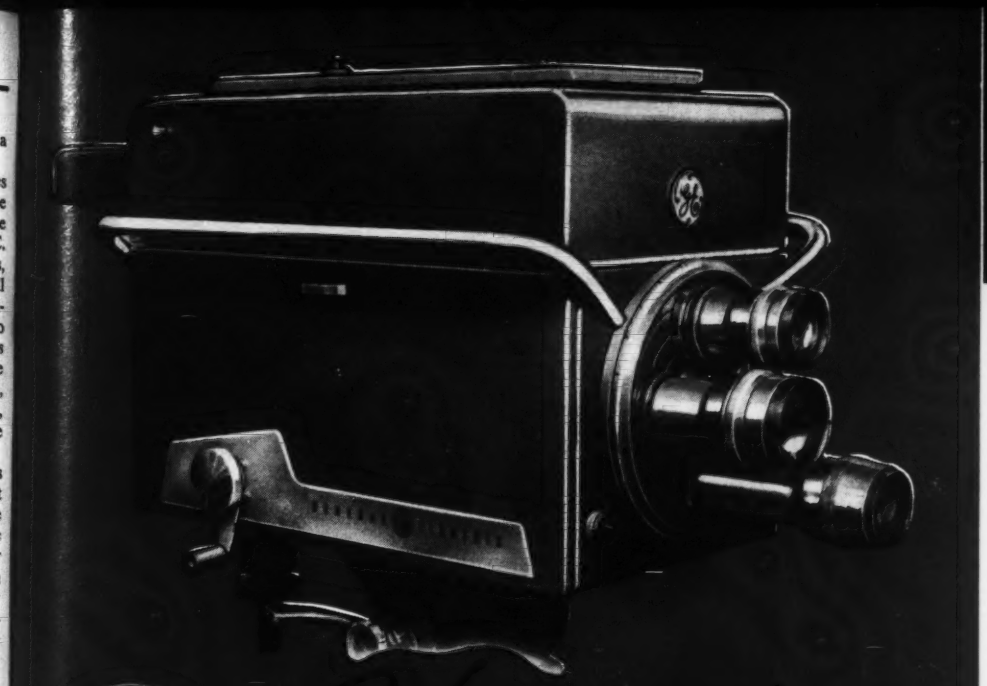
RADIO AND TELEVISION NEWS, by Donald E. Brown and John Paul Jones. Rinehart & Co., New York 472 pp. $5.

GUEST experts contribute many of the sections in this how-to-do-it manual, including many of the past officers of Radio-Television News Directors Assn. Examples of copy were supplied by AP and UP. The book is compiled functionally. Each page is perforated for easy removal. The contents are well organized for study by students or refresher courses for experienced professionals. Introduction was written by Arthur C. Stringer, for 12 years with the NARTB and winner of the first RTNDA award for individual contribution to radio news. The book is suitable for at-home or classroom use.

* * *

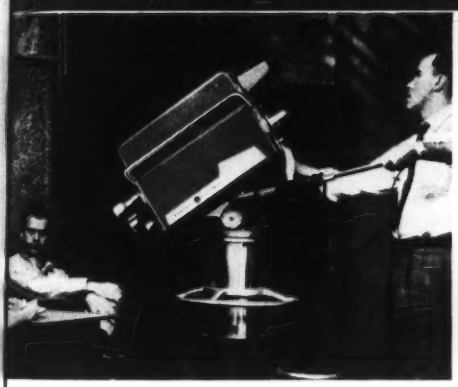
COPYRIGHT LAW SYMPOSIUM, Number Five, Nathan Burkan Memorial Competition sponsored by the American Society of Composers, Authors & Publishers. Columbia University Press. 320 pp. $4.

EACH YEAR ASCAP invites law students to submit essays on copyright law and gives one award and four honorable mentions for the best ones received. This volume contains the ten essays chosen as tops in 1951 and 1952, treating with the protection and infringement of ideas, with the validity of radio and motion picture decisions as precedents for tv, with infringement of musical copyrights, with plagiarism, the publication of immoral books and even with the copyright problems of comic strips. Stanley Adams, ASCAP president, provided the preface; Herman Finkelstein, ASCAP general attorney, the introduction.



Versatile STUDIO CAMERA

- ✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification—up to 25 times.
- ✓ Interchangeable with most existing television cameras.
- ✓ Vibration-isolated blower provides full length cooling of I.O. tube for long tube life and top picture quality.
- ✓ Flush viewfinder window, Removable visor for unrestricted viewing. ✓ Recessed knobs prevent accidental misadjustment.
- ✓ Change I.O. tube in 2 minutes! Remove only thumb screw and turret. ✓ Easy to store lenses for safekeeping.
- ✓ Rapid focus by crank or knob. ✓ Inside coupling knob for "line-up" focus.
- ✓ Silent blower permits close-up operation without microphone pick-up.
- ✓ Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- ✓ Faster lenses supplied at no extra cost! 50 mm—f2.3 100 mm—f2.3 152 mm—f2.7. ✓ Lenses are positively indexed.
- ✓ Circuits provide sweep failure protection for your $1200 I.O. tube. ✓ Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- ✓ More than 15 different TV lenses can be mounted without special adaptation.
- ✓ Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- ✓ Automatic engagement of focus control when side door of camera is closed.
- ✓ Low center of gravity in camera and Fearless pan and tilt head assure stability.
- ✓ Focus handle clutch protects against damage and mis-alignment.
- ✓ Removable I.O. yoke with ball-bearing slide assembly and plug-in electrical connections.
- ✓ Microphonics minimized. No signal circuits included in control console.
- ✓ 13 kv independent power supply for monitor picture tube. ✓ Calibration input terminals supplied.
- ✓ Change-over switch for composite or non-composite signals into monitor.
- ✓ Waveform monitor includes IRE calibration scale.
- ✓ Simultaneous vertical and horizontal waveform presentation.
- ✓ Large quiet blower in monitor console.
- ✓ Counter-balanced "draw-out" and removable panels for monitor accessibility.
- ✓ 12½" aluminized picture tube.
- ✓ Convenient, accessible rack unit. 2-way telephone communication between rack, camera and control console.
- ✓ Entire channel is factory-wired, with all plug-in inter-connections.



FEATURE FOR FEATURE... ON REMOTES OR IN THE STUDIO...

There's no comparison!

GOOD programming is always identified with camera performance. *For this reason and 32 others listed here* it is important that you carefully examine G-E's studio camera channel before purchasing any equipment.

Go down the list of its superior design features... check any one of the many stations using G-E cameras... you'll recognize General Electric is far ahead of anything in the field today!

Remember, this G-E camera can be modified for *color* use at extremely low cost. Buy G-E cameras today and save big money tomorrow! Contact your local G-E broadcast representative today or write for complete information! *General Electric Co., Sec. X234-29, Electronics Park, Syracuse, N. Y.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

some spots are bette

If you're trying to make a mark for yourself . . . let good pictures pull the big audiences.

The Television stations represented by NBC Spot Sales have lined up star-studded late night films that are attracting wide-awake adult fans. The prices are right, too! Spots in one of the nation's richest retail markets come as low as $36 each.

And late night movie spots sell! Local advertisers who depend on advertising for survival prove it night after night. For instance:

For the best spot, at the right time, at the right place

ethan others

An appliance dealer sold 55 television sets with only one spot announcement in late night movies.

A chain of super markets just renewed sponsorship for the fourth straight year . . . last month achieved an average ARB of 26.7.

A two-week contest on one station's midnight movies drew 58,011 entries.

You, too, can win critical acclaim for your own advertising sales messages. Just ask your NBC Spot TV salesman to help you frame a schedule of late night movie spots.

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

representing
TELEVISION STATIONS:

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WRGB	*Schenectady-Albany-Troy*
KONA	*Honolulu, Hawaii*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
KSD-TV	*St. Louis*
WNBW	*Washington*
WNBK	*Cleveland*
KPTV	*Portland, Ore.*

representing
RADIO STATIONS:

WAVE	*Louisville*
KGU	*Honolulu, Hawaii*
WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
KSD	*St. Louis*
WRC	*Washington*
WTAM	*Cleveland*

MEET ROBB
(Two B's, If You Please)
THOMAS

He might offer you another explanation, but to his sponsors those two "B's" mean Big Business.

Popular music, personality interviews, frequent news and sports reports and pleasant chatter about Milwaukee events—that's the "R.T." formula on Robb's mid-morning "Record Shop" and late afternoon "1340 Club." Milwaukee loves it, loves WEMP's round-the-clock disc-jockey personalities.

And so do these national advertisers: Oxydol, Swan's Down, Omar Baking, Mautz Paint, Robert Hall, Wonder Bread, Household Finance, Halo Shampoo, Nesbitt, Howard Johnson's, Musterole, Blutone Fuel Oil and others.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

OPEN MIKE

Reprint Demand

EDITOR:

Thank you very much for your reprint on what experts think about color television production [B•T, March 1].

Would appreciate very much a couple of more reprints to send to some of our clients.

Ralph Kaufman, Radio & Tv Dir.
Kircher, Helton & Collett Inc.
Dayton, Ohio

Five Minute Shorts

EDITOR:

To disqualify any claim that "Capsule Mysteries" is the only five-minute dramatic feature on the air, I am enclosing for your attention a reprint of an article that appeared in *Time* magazine Jan. 7, 1952, showing that The Teevee Company was already on the air with five-minute shows, packaged two to a quarter-hour. . . . We are in over 60 cities at the present time. . . .

Marc Frederic, Gen. Mgr.
The Teevee Company
Beverly Hills, Calif.

EDITOR:

. . . I thought it would be of historical interest for you to know that we were the originators of the idea three years ago when we finished 13 five-minute short shorts under the format "And the Postman Rings." . . .

Albert J. Amateau
Cinema Service Bureau
Institute of Foreign Languages
Hollywood, Calif.

High on Hi-Fi

EDITOR:

The hi-fi editorial [March 22], like most everything you do, is extremely gratifying.

Many thanks to you and to the skillful writer who has managed to put in a few well-chosen words the essence of the way we ourselves think about hi-fi broadcasting and the Fair.

M. Robert Rogers, President
WGMS Washington, D. C.

More on McCarthy

EDITOR:

I've just finished reading your articles and editorials on the McCarthy-broadcaster affair and would like to commend you for your clear presentation of the case. I intend to use the material in my journalism class at Carroll College, where I teach a survey course in general concepts and practices of journalism. . . .

Patrick E. Lee, Prog. Dir.
KCAP Helena, Mont.

EDITOR:

In reference to your March 15 issue, I am sure you will receive many compliments because of your intensive treatment of Mr. Murrow's broadcast. I am sure you won't mind receiving one letter that does not agree with your program.

Unlike Mr. Murrow, I cannot claim great learning. (He has five degrees?) It may be because of my lack of learning that I do not fall into a trance, froth at the mouth and obey the press when they call for hoots, howls and tar and feathers.

You see, I am worried by the fact that the press has at last sucessfully stopped our government. The Communists have much to learn. I would never have believed it possible. The McCarthy fracus would have dropped by its own weight, years ago, but for the press. Why has the press worked so hard to keep McCarthy where he is? No, I do not believe the press only reports the news. I have known enough newsmen to know that they know they can make the news—and do when they feel it is to their advantage. . . .

O. J. Hockley
Vashon, Wash.

Still in Omaha

EDITOR:

On Page 38 of the March 15 edition you referred to me as "General Manager, WTIX New Orleans." This was a mistake which came about through no fault of your own. The original letter you were referring to in the story was written about WTIX, but was on KOWH stationery, and I signed as general manager of KOWH.

I am executive vice president of the Mid-Continent Broadcasting Co., which operates KOWH Omaha and WTIX New Orleans. George W. (Bud) Armstrong is general manager of WTIX New Orleans.

Todd Storz, General Manager
KOWH Omaha, Neb.

Plaudit from Pullman

EDITOR:

We at KOFE and our local advertisers were very happy to see the complete listing of the winners of BAB's "Radio Gets Results" contest in this week's B•T [Feb. 22] with KOFE included as a winner in the apparel classification.

The opportunity to show both cooperative and recalcitrant businesses the results of such a highly regarded industry promotion, reported in B•T, is terrific sales ammunition, especially in a small town such as ours, where there is a strong tendency on the part of an unfortunately large percentage of businessmen to regard anything local as inferior to efforts from larger population centers. The lift and prestige made possible by the B•T report are incalculable. . . .

John Puckett,
Commercial Manager,
KOFE Pullman, Wash.

Color Fan

EDITOR:

My wife and I witnessed the color telecast of the NBC opera "Taming of the Shrew," here in Washington.

We were tremendously impressed by the beauty and quality of the color. There were times when some of the colors seemed a little faded or washed out, but most of the time they were of great beauty. We did not sit up close to the set, yet we were not at all bothered by the small size of the screen. Everything came through so clearly and so well that we could just as well have been watching a 21-incher. In particular, we were struck by the fidelity of the skin tones. . . Not once during the hour-and-a-half telecast was it necessary for anyone to adjust the set. . .

I now know why those who have seen color say that it is beautiful and should receive quick acceptance by the public.

Robert N. Greene
Washington, D. C.

"Rex" FLOORED 'em with Results!

Wholesale Building & Supply Co.

BUILDING – REMODELING

322 East State St. – ROCKFORD, ILLINOIS – Telephone 4-5641

Residential

January 22, 1954

Jack Genaro
Sales Representative
WREX - TV
Rockford, Illinois

Dear Jack:

This I hate to admit, but WREX-TV caught me with "my pants down" so to speak, and I've got to cancel [redacted]

I was totally unprepared to handle the leads produced by my late evening program TV SHOW TIME. Enough have come in to keep my men busy following them up for the next three months.

Please, Jack, now that you've got me in this spot, keep your eyes open for 5 or 6 good men, good closers, I can use them.

I've never seen anything like the pull WREX has, it surprised the hell out of me.

Just because I cancelled, don't think it's permanent - let's call it a "temporary cancellation". When I get enough men in my sales force, I'll be back en, knowing that WREX will produce all the leads we need.

Here's proof of "REX's" sales ability . . .

"I was totally unprepared to handle the leads produced by my late evening program TV SHOW TIME. Enough have come in to keep my men busy following them up for the next three months."

. . . "REX" can do as much for you. Write for territorial coverage map, rate card and availabilities . . . or see H-R TELEVISION, INC.

WREX-TV

ROCKFORD ILLINOIS

Channel 13 • 47,000 WATTS E.R.P. • NBC • CBS • ABC NETWORK AFFILIATIONS • REPRESENTED BY H-R TELEVISION, INC.

McELROY AT SUNSET

From the Studio and From the Street...

6:00-6:55 PM

Monday through Friday on TV

MUSIC and MIRTH
WEATHER and
SPORTS • NEWS
and INTERVIEWS

Guest stars and

JACK McELROY

with his gang at Sunset & Vine!

For participations contact

KNBH, Hollywood or
NBC Spot Sales

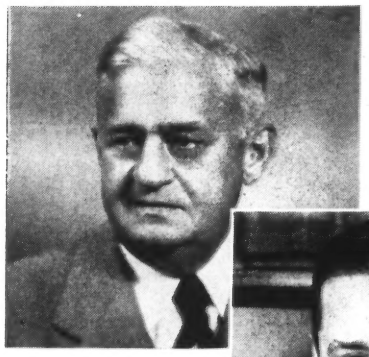
our respects

to

HARRY MURRAY BITNER SR.

and

HARRY MURRAY BITNER JR.



TWO generations of Harry Bitners have jointly been making radio and television history in the Midwest for well over a decade as operators of WFBM-AM-TV Indianapolis and related properties.

Now a third generation is coming along. Harry Bitner III is a high school junior and is being groomed to join the Bitner electronic enterprises when his formal education is completed.

The Bitner radio story goes back more than a quarter-century. In 1927 Harry Bitner Sr. became editor, publisher and president of the Hearst-owned *Pittsburgh Sun-Telegraph*. One of his early ventures in Pittsburgh was to open negotiations with Gimbel Bros., department store operators, for the purchase of WCAE. With completion of this transaction, he became active in the station's supervision in addition to the newspaper responsibilities.

When WCAE lost the NBC Red network affiliation and joined MBS, the elder Bitner attended Mutual board meetings regularly. In 1933 he was appointed assistant general manager of Hearst newspapers, becoming general manager in 1934. Serving four years in this post, he was named regional director of the *Detroit Times* and *Sun-Telegraph*.

Having accumulated some savings in his newspaper career, the elder Bitner decided at age 56 that radio offered a good investment field and formed a group that bought WFBM Indianapolis, a CBS affiliate, from Indianapolis Light & Power Co.

Harry Jr., also a newspaperman, entered the Indianapolis venture with his father as office manager and assistant program director. He now is president and general manager of WFBM Inc., top company of the Bitner group.

In the 1939-49 period the Bitners bought radio stations in Evansville, Ind. (WEOA), and Flint (WFDF) and Grand Rapids (WOOD) in Michigan. The WOOD purchase led in October 1951 to acquisition of WLAV-TV Grand Rapids, with the call letter logically changed to WOOD-TV.

The elder Bitner is president of Trebit Corp., heading the group that bought WFDF in 1948. The company has a ch. 12 tv application pending for Flint. WOOD was bought by WFBM Inc., with Grandwood Broadcasting Co. set up as the operating organization for Grand Rapids.

WOOD-TV has switched from ch. 7 to 8, moving to a new $500,000 plant that will give it 316 kw power this year. Another $300,000 or $400,000 is to be spent for new offices and studios. WFBM-TV began operating May 30, 1949, on ch. 6.

Sketching of these few details in the growth of the Bitner electronic properties gives a hint of the dynamic spirit that motivates the operations. This spirit led Mr. Bitner Sr. to his high-ranking place with Hearst.

Born in Kutztown, Pa., Dec. 24, 1883, the first of the Bitner broadcasters was educated at Millersville (Pa.) Normal School and Franklin & Marshall College, Lancaster, Pa. He entered newspaper work in Pittsburgh, serving an apprenticeship as a reporter on several papers until he became city editor of the *Press* in 1907. Three years later he was named managing editor and in 1917 took on additional duties as circulation manager. He joined Hearst Newspapers in 1922 as editor-in-chief of the *Detroit Times*, moving in 1927 to the *Sun-Telegraph* assignment.

Mr. Bitner, now retired, and his wife, the former Evelyn Hanna, were married in 1909. They live at Princeton, N. J., within commuting distance of New York. Now a trustee of Franklin & Marshall, he is a member of the Reformed Church in the U. S., Duquesne Club and Pittsburgh Athletic Assn., in Pittsburgh, and Nassau Club, Princeton.

After graduation from Franklin & Marshall, Harry Bitner Jr. worked in the editorial and circulation departments of Pittsburgh newspapers, moving in 1935 to Baltimore where he was reporter, rewrite man and columnist of the *Baltimore News-Post* and *Sunday American* until 1939.

Entry of his father into radio via WFBM drew the young man out of newspaper work as he became office manager of the station. In 1942 he assumed the general managership. During World War II he served overseas as an officer in the Navy. Following discharge in 1946 he returned to WFBM as president and general manager.

Present posts of this 42-year-old executive include: president of WFBM Inc.; supervisor of WEOA Evansville; director and vice president of WFDF Flint, and vice president of WOOD-AM-TV.

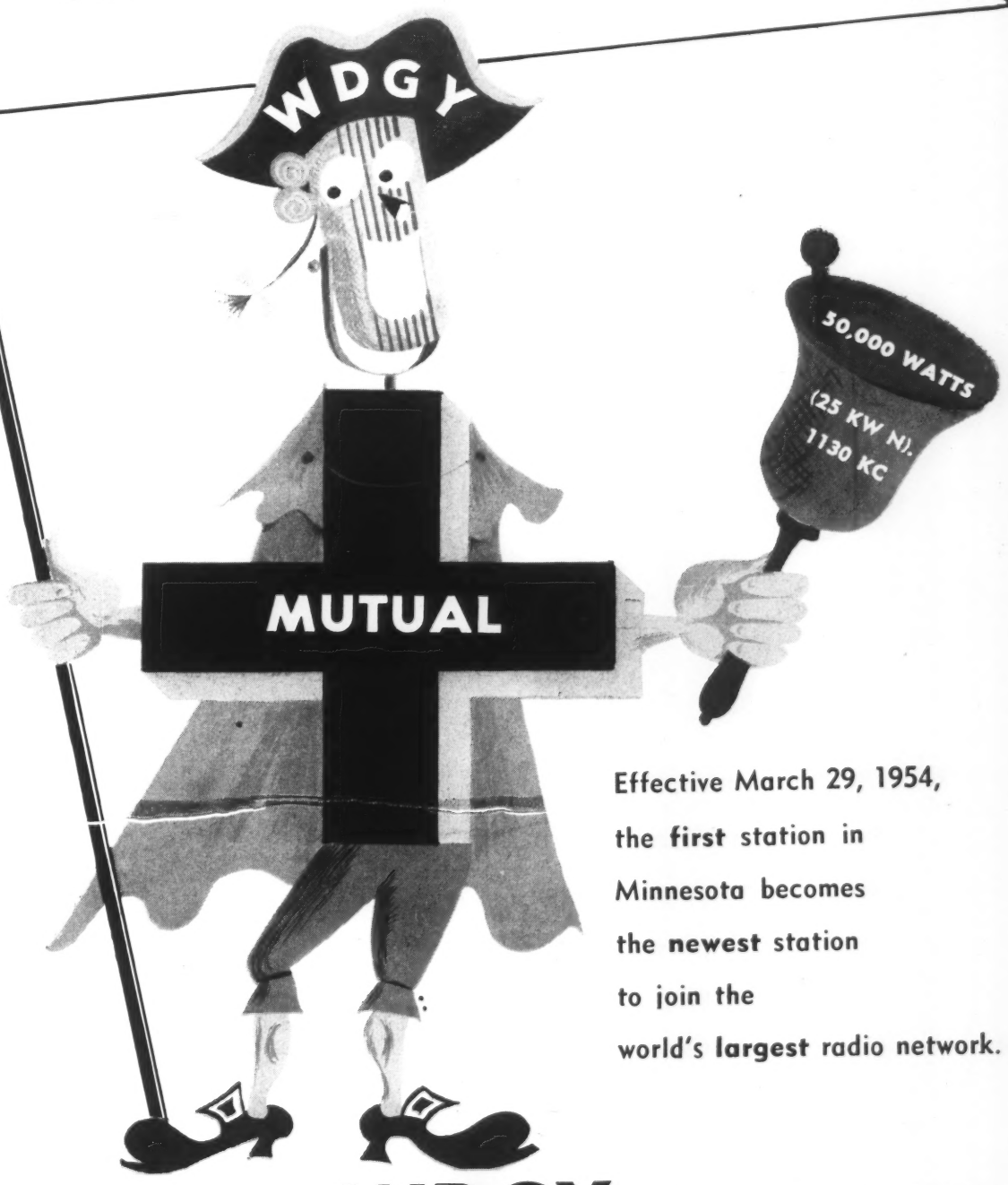
In 1949 he was elected to the NARTB board. He has been a director and officer of Indiana Assn. of Broadcasters since 1947. Active in Indianapolis civic activities, he currently is serving as director for the local chapter of United Cerebral Palsy Assn. He is a member of the Rotary Club, Advertising Club, Press Club and Young President's Club.

And now a third generation of Bitner broadcasters is only a half-decade away from active service. Harry III is breaking family tradition by passing up Franklin & Marshall College in favor of Purdue.

By the time Harry III enters the business, the family may have realized its ambition to have television stations in all four radio cities.

Hear Ye! Hear Ye!

Mister PLUS lifts a new voice in MINNEAPOLIS-ST. PAUL and the Upper Midwest . . .

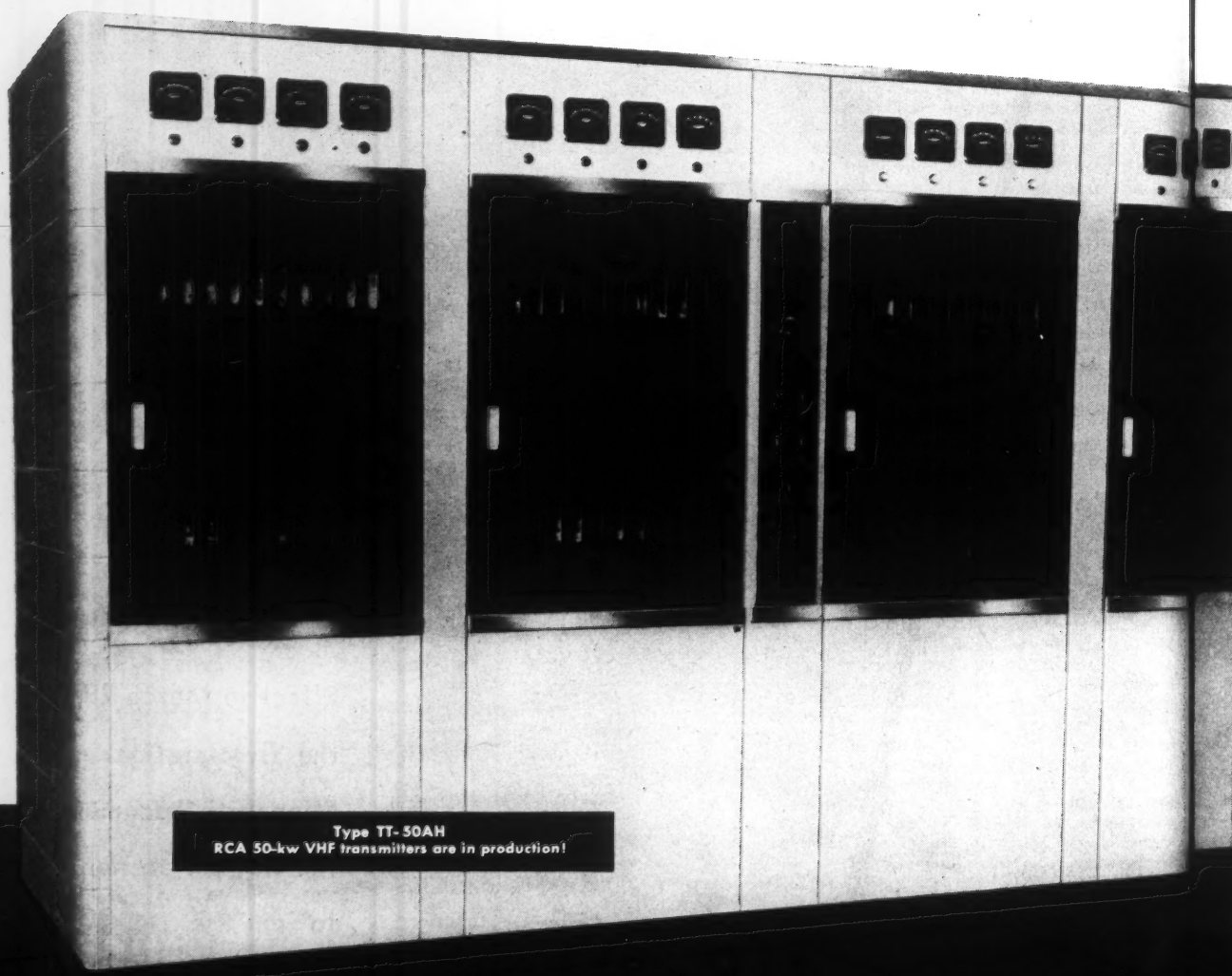


Effective March 29, 1954, the **first** station in Minnesota becomes the **newest** station to join the world's **largest** radio network.

Twin Cities Broadcasting Corp. **WDGY** Mutual Broadcasting System

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

FIRST RCA 50 KW VHF

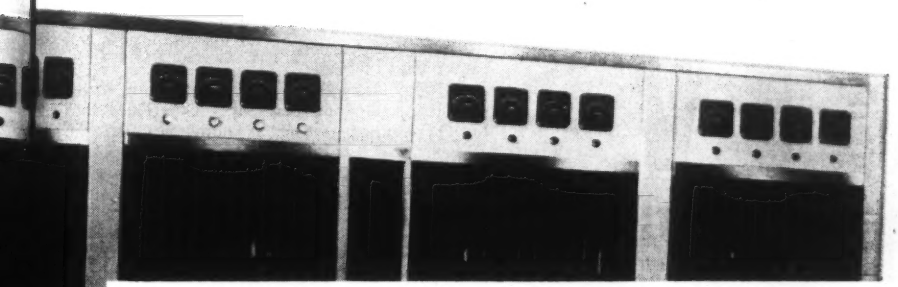


Type TT-50AH
RCA 50-kw VHF transmitters are in production!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

...now "ON-AIR"

at WMIN-TV and WTCN-TV
Channel 11
Minneapolis-St. Paul



Here is the one high-power VHF transmitter that easily delivers a "full" 50 kilowatts of peak visual power . . . measured at the output of the side-band filter! And you get this full power output for monochrome—*and for Color Operation!*

The RCA TT-50AH is designed for the same conservative type of operation that has made RCA AM "Fifties" famous. It is the ultimate in high-power transmitters for channels 7 to 13. Operated in conjunction with an RCA 50-kw antenna (type TF-12BH) you can saturate your service area with strong signals. Even with antennas of medium gain, this transmitter develops Effective Radiated Power of *316 kw with power to spare!*

Air-cooled throughout, the TT-50AH uses RCA-6166 high-gain tetrodes in both aural and visual "PA's" (RCA-6166 tetrodes are readily available from any RCA Tube Distributor). R-F amplifier and modulator circuits employ the very latest design principles which result in superior transmission fidelity.

Flexible mechanical design makes it convenient and practical to set up cabinets and power components in a variety of compact arrangements. Small size cabinets are moved in and out of standard elevators, doors, and hallways with ease.

For delivery information on the RCA 50-kw transmitter—call your RCA Broadcast Sales Representative.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

WMIN-TV and WTCN-TV PLANT . . .
. . . atop Foshay Tower Building in Minneapolis

The remarkable mechanical installation flexibility of the RCA 50-kw VHF makes it easy to set up in compact areas. Small-size cabinets can be moved in and out of standard elevators, doorways. Benefits: (1) You save floor space (2) You save on installation expense.

One Good Thing Always
Leads to Another...

and in ARKANSAS

THE GOOD THING THAT LED TO UPCOMING

KARK-TV

is Little Rock's 25 Year Old
OUT FRONT RADIO STATION

KARK

YOU KNOW of Radio Station KARK's 25 year old OUT FRONT record in the rich Central Arkansas Market . . . first in sponsors, first in ratings, first in results. And soon, under the same management and with the same network affiliation, KARK-TV on Channel Four will be saturating Central Arkansas with 58,000 watts.

YES . . . **one good thing always leads to another, and in Arkansas whether it's radio or television or both, the obvious choices are KARK and KARK-TV.**

NBC

Both NBC Affiliated-Both PETRY Represented

ON THE AIR IN APRIL

LITTLE ROCK'S ONLY TELEVISION STATION

KARK-TV

LITTLE ROCK, ARKANSAS

YOUR PETRY MAN WILL GIVE YOU THE COMPLETE CONVINCING DETAILS

MERVYN OAKNER

on all accounts

A SUPPORTER of the individual approach in radio-tv advertising, Mervyn Oakner, radio-tv director, Anderson-McConnell Advertising Agency, Los Angeles, aims his copy at "you" rather than "friends."

Born in Denver, he has crammed much advertising, radio and newspaper experience into his 31 years, starting as copy boy on the *Denver Post* before entering the U. of Colorado in 1940. He went into the Army in 1943 and was separated as a second lieutenant in the transportation corps in 1946.

Between his separation from the service and graduation from Denver U. in 1946 with a B.A. in radio broadcasting and advertising, he also worked as a newspaperman; writer-producer-director, KTLN Denver; news editor, account executive and "everything else" at KFST Trinidad, Colo., and night news editor, KOA Denver.

Trying Hollywood network radio, Mr. Oakner worked briefly in CBS' mimeograph department, leaving for a sales and promotion post with American Home Foods Co., Los Angeles national food manufacturing firm.

In 1950 Mr. Oakner married the former Helaine Klein and returned to Denver as account executive for Ben Bezoff & Assoc., later becoming advertising manager of Chemical Corp. of Colorado, agricultural supply firm. He returned to Hollywood in 1952 as account executive for Factor-Breyer Inc., joining Anderson-McConnell in 1953.

As Anderson-McConnell's radio-tv director, he finds Los Angeles radio exciting, with 27 network and independent stations in the market. Saturation spots have worked well in Anderson-McConnell campaigns for such clients as Fitzsimmons and Thriftimart markets, cooperative advertising has for Hoover Vacuum Co., while special network programming has done equally well for Metropolitan Federal Savings & Loan and Hemphill World Tours.

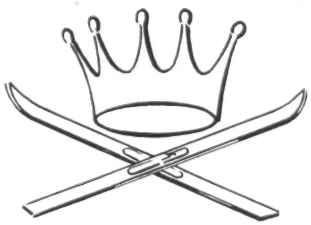
"Radio makes sense in reaching a mass of people at low cost and frequency of coverage," Mr. Oakner says.

An urgent need of both stations and agencies is a standardized rating system, because time-buyers "have to use some yardstick" he declares. Present systems vary widely, but the American Research Bureau figure breakdown on male, female and child audiences is very helpful, he feels.

In his spare time, Mervyn Oakner relaxes with 14-month-old Larry, putters around the house and putts around the golf course in the low 90s.

KMTV

ANNOUNCES SLOGAN CONTEST WINNERS



FIRST PRIZE—Ruth Mensch
Comer & Pollard, Inc. Kansas City, Missouri.
A free week for 2 at Sun Valley . . . including transportation, lodging, and $200.00 for expenses.

2ND PRIZE—W. F. Craig,
Procter & Gamble, Cincinnati, Ohio
A CASE OF IMPORTED CHAMPAGNE.*

3RD PRIZE—Ralph Starkweather, Jr.
Erwin, Wasey & Co., Los Angeles, Calif.
CASE OF IMPORTED SCOTCH.*

4TH PRIZE—William C. O'Donnell
Radio Station KXOK, St. Louis, Mo.
CASE OF BONDED BOURBON.*

* Winner has option of cash equivalent.

The ear-to-ear grin above belongs to Miss Ruth Mensch of Kansas City, Missouri, who just learned she has won a free week for 2 at Sun Valley. The trip was first prize in KMTV's nation-wide slogan contest.

To those who sent us almost 2,000 slogan-entries in KMTV's "SUN VALLEY" contest, our heartfelt appreciation. To the three judges, our deepest sympathy.

Everybody except the judges seems to have had a good time. And those three poor souls hemmed and hawed until the last minute—complaining all the while that there were just too darn many good slogans.

Some of the slogans emphasized KMTV's rich 240,000-set market in Nebraska and Iowa. Others, KMTV's continuing top position in all TV polls in the region.

There were slogans with a selling punch about KMTV's maximum power on Channel 3 . . . and on the station's more dependable signal.

A few ingenious word-mongers even managed in their 4-word slogans to mention KMTV's outstanding merchandising program . . . or KMTV's popular local personalities.

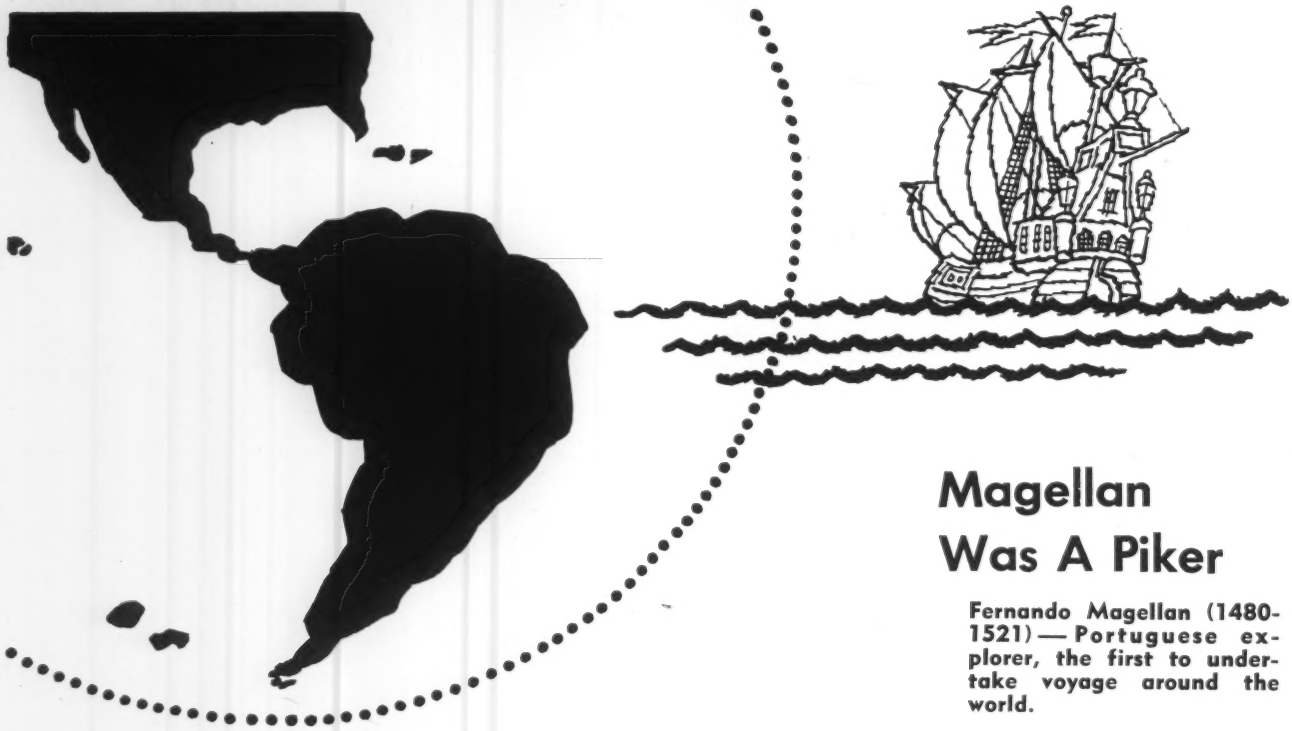
Survey after survey has shown that for a long time KMTV has been Omaha's top TV station. But it was mighty pleasant to find out that people all across the country also know it. Putting on this contest was a lot of fun for KMTV. And even though we were able to award only four prizes, we hope you enjoyed it, too.

CONTEST JUDGES

Edward Petry, *Edward Petry & Co., Inc.*
C. A. (Fritz) Snyder, *Director of CBS-TV Station Relations*
Owen Saddler, *General Manager, KMTV*

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

• CBS-TV
• ABC-TV
• DUMONT
OMAHA
• Represented by
Edward Petry & Co., Inc.



Magellan Was A Piker

Fernando Magellan (1480-1521) — Portuguese explorer, the first to undertake voyage around the world.

WWVA Jamboree Fans (and Your Customers) Travel *TEN* Times Around the World

Two thousand, two hundred and seventy-nine persons jammed the downtown Wheeling theater home of the WWVA World's Original Radio Jamboree on a typical Saturday night recently. It was representative of the Jamboree audiences that have literally "packed the place" every Saturday night for 20 consecutive years.

We surveyed the audience—and fifty-five per cent of them told us about themselves. And they told us these amazing facts:

They traveled to the show in 724 automobiles a distance of 241,500 miles (the equivalent of ten times around the world!).

They consumed 16,100 gallons of gasoline (at approximately $4347.00) ; 1,446 quarts of oil (another $432.90) ; and enough mileage to replace 32 tires.

They came from 21 states, the District of Columbia, and three Canadian provinces!

What does it prove? Just this: That the WWVA Jamboree audience is a tailor-made, captive audience for a gasoline, tire or automotive advertiser.

The Jamboree patrons attending the show on this one night alone spent more than 16 times the cost of a class "A" half-hour sponsorship of the WWVA Jamboree!

Wire, Write or 'Phone Today for Time Availabilities on the Power-Packed WWVA World's Original Radio Jamboree

WWVA

A STORER STATION

JOHN BLAIR A COMPANY

50,000 WATTS • CBS RADIO

WHEELING, WEST VIRGINIA

NATIONAL SALES HEADQUARTERS: Tom Harker, 118 East 57th St., New York 22

BROADCASTING TELECASTING

March 29, 1954 Vol. 46, No. 13

SENATE WANTS UHF FACTS; SETS UP BLOCK TO FEES PLAN

UNANSWERED questions on current radio-tv policy stimulated feverish activity on Capitol Hill last week. The issues—uhf, multiple ownership and license fees—are basic to the future development of the industry.

Action centered in the Senate Interstate & Foreign Commerce Committee. Sparking it are Communications Subcommittee Chairman Charles E. Potter (R-Mich.) and Sen. Edwin C. Johnson (D-Colo.).

Sen. Potter said Thursday that hearings on uhf and multiple ownership will be held in April, permitting the uhf station operator to bare his economic problems in public.

Only the day before, the Senate Commerce Committee threw its weight behind the door it wants FCC to slam shut for now on the license fee proposal.

CONGRESS AND UHF

SEN. CHARLES E. POTTER (R-Mich.) flipped open the lid last week on one of the most pressing broadcast problems of the day when he announced April 27-29 hearings on "the status and development of the uhf channels in the U. S."

At the same time, the Senator said his group would include consideration of the Johnson bill that would limit ownership of tv stations.

The uhf operator, who has been waiting for the opportunity to place his case before Congress, welcomed the news:

• In Washington, counsel for the Ultra High Frequency Tv Assn. released a statement to B•T that it was "gratified."

• A Texas broadcaster said he was inviting all uhf station operators or their representatives to an April 25-26 mass rally in Washington.

The Potter announcement was brief. The Senator said the FCC would appear before the subcommitttee as the first witness and that "all interested parties are invited to testify."

Sen. Potter already has disclosed that his Senate group wants to hear from the Commission, the station owners, the networks and the manufacturers.

It was learned an invitation for manufacturers to appear will be made through the Radio-Electronics-Tv Mfrs. Assn.

It also was learned that the subcommittee may invite to deliver testimony those who have surrendered their uhf permits.

The backdrop to this latest Hill action on uhf was a closed meeting of the subcommittee with the FCC early this month [B•T, March 8].

After that session, Chairman Potter had said future hearings would explore ways of bolstering and developing uhf as an integral part of the nation's tv system.

During the meeting the top points discussed were: uhf acquisition by multiple tv station owners; network affiliations; the availability of fewer vhf channels than uhf channels; uhf circulation; lack of power for uhf stations; use of vhf profits to build uhf; differences (between uhf and vhf) in the cost of equipment.

It is understood the Senators plan to probe into these problems in greater detail.

Senators feel that the fundamental concern to uhf's development is the affiliation of networks with vhf rather than uhf stations in a mixed market. And tied in with this are some instances of networks giving up affiliation with uhf stations in mixed markets in favor of uhf outlets.

The rate of uhf permit turn-ins since the thaw has lifted Senators' eyebrows. Latest B•T total shows a 4 to 1 ratio of uhf post-thaw deletions as against those of vhf (see boxscore below). Out of the total uhf permits (48) turned back to FCC, four stations were operating. There is no comparable situation in vhf.

Sen. Johnson is the most vociferous Congressional critic of FCC's policy on uhf.

A few weeks ago, the Senator proposed a formula on multiple tv station ownership. The bill (S 3095) contains a mathematical progression of station ownership which would permit a swap of one vhf station for two uhf stations [B•T, March 15, story and text].

This measure would prohibit FCC from granting a channel to a tv applicant if he directly or indirectly owns or controls another tv station serving the same area. Also, a grant would not be permitted if it results in concentration of control of tv stations inconsistent with the intent of the Communications Act.

The bill would bar any grant of an applicant whose holdings exceeded the limits of 5 vhf, no uhf; 4 vhf, 2 uhf, etc., up to no vhf, 10 uhf. The switch in stations would come about in a five-year period after the bill became law.

Sen. Johnson has taken a stand against FCC's proposal to raise its limit on multiple tv station ownership. FCC would modify the current rule that not more than five tv stations can be under common ownership, boosting the total to seven stations of which at least two must be uhf.

FCC has maintained that this modification would give uhf a shot in the arm. Sen. Johnson, while agreeing uhf needs a big boost, has questioned the seven-station limitation policy. He feels uhf could be better served by making its acquisition more attractive to multiple station owners. Also, the Johnson measure says in effect: If one owner has as many as five vhf stations this total should be the limit.

Early in February, Sen. Johnson again stepped into the spotlight on uhf when he personally protested FCC's grant of permission for vhf ch. 7 WORD-TV (now WSPA-TV) Spartanburg, S. C., to begin interim operation from Paris Mt. [B•T, Feb. 8].

Defends Uhfs

Sen. Johnson then made it plain he was of the opinion this grant to the vhf station would be to the detriment of uhf stations in the same area.

The law firm of Roberts & McInnis of Washington, D. C., as counsel to the uhf national trade association, issued a statement to B•T. Noting that the association was "gratified" with the hearing announcement, it said:

Since the first of the year a number of uhf stations have been forced to suspend operation because of economic and regulatory problems beyond their control. Until the FCC and the television manufacturers as well as the networks approach the problem of uhf in a more realistic and intelligent fashion, the great expectations of the industry cannot be fully realized. We hope to cooperate with the subcommittee by making available facts and witnesses. . . .

At the same time, it was learned that Lou Poller, president, general and commercial manager, WCAN-TV Milwaukee (ch. 25), who is the association's president, plans to appear before the Senate subcommittee.

Also expected is a formal meeting in April of the association's executive committee.

Leon Green, secretary of KNUZ Television Co. (KNUZ-TV Houston [ch. 39]) and who is 5% holder of KNUZ-TV stock and 24% of KNUZ-AM stock, was in Washington last week.

He told B•T he had met with Sens. Johnson and Potter on the uhf problem. He said he was writing a letter to all uhf stations in the country asking representatives to come to a "rally" he would sponsor at Washington's Statler Hotel April 25. A day later, he said,

Uhf-Vhf Comparison

	uhf	vhf	Total
Sixth Report and Order Channel Allocations	1,436	617	2,053
Pre-freeze Grants	None	128	128
Pre-freeze Permits Deleted	None	20	20
Operating Pre-freeze Permits Deleted	None	1	1
Post-thaw Grants	226	301	527
Post-thaw Permits Deleted	48	12	60
Operating Post-thaw Permits Deleted	4	None	4[1]

[1] Vhf ch. 9 KFXD-TV Nampa, Idaho, has ceased operation but has not surrendered its permit. WIFE (TV) Dayton, Ohio, uhf ch. 22 has gone off the air but hopes to resume operation. Vhf ch. 7 KRTV (TV) Little Rock, Ark., and KFOR-TV Lincoln, Neb., on vhf ch. 10 are expected to cease operation and surrender their permits soon.

a meeting would be held at the Capitol from where plans for the operators' appearances would be formed.

The subcommittee hearing will be held in Room G-16 in the Senate wing of the U. S. Capitol, starting at 10 a.m. The full Commerce Committee will be invited to attend.

CONGRESS AND FEES

IN AN UNUSUAL move, the Senate Interstate & Foreign Commerce Committee voted unanimously Wednesday to request FCC to suspend its current proceeding in the license fee matter until July 1, 1955.

The action was a committee resolution, offered by Sen. Charles E. Potter (R-Mich.) and announced by him on the Senate floor.

The resolution:

The Senate Interstate & Foreign Commerce Committee has taken cognizance of the proposed rule making of the FCC with regard to license fees and other related activities of the FCC, and after conducting a preliminary inquiry into the subject matter, has concluded that the proposal for license fees for broadcasting stations raises basic questions with regard to the fundamental philosophy of regulation under the Communications Act, and that any departure from the existing structure of licensing should be resolved specifically by the Congress after the conclusion of our present inquiry.

THEREFORE BE IT RESOLVED, that it is the sense of the Senate Interstate and Foreign Commerce Committee that the Federal Communications Commission should suspend until July 1, 1955, the proceeding involving fees and charges for licenses and permits in Docket No. 10869.

B•T speculated a fortnight ago that the Communications Subcommittee, headed by Sen. Potter, "most likely will not go along with FCC's proposed schedule of license fees for broadcast stations." The Commission has recommended a $325 basic fee [B•T, March 22].

The subcommittee held a hearing March 16-17 on the license fee matter with testimony given by NARTB's Ralph W. Hardy, FCC Chairman Rosel H. Hyde and others. Mr. Hardy opposed the license fee schedule. Chairman Hyde submitted the Commission's adopted policy while reminding the Senate unit that its position was taken under a Budget Bureau directive.

FCC Deadline May 1

That directive gives FCC until this May 1 to adopt a schedule of fees. The Commission has set an April 1 (this Thursday) deadline for comments on the proposed fee schedule.

The Senate committee's resolution apparently selected July 1 of next year as the date for the postponement to end because the Government operates its year on a July 1 to June 30 basis.

While official FCC comment was lacking, it was understood from responsible sources that the avenues of possible action now open to the Commission are:

1. Accede to the committee request and hold up any action on fees until July 1, 1955.
2. Defer the matter to the Budget Bureau for advice and direction.
3. Inform the Budget Bureau that the Commission intends to honor the committee's resolution unless the Bureau directs it to do otherwise.

It is speculated that the third alternative may be the approach taken by the Commission.

The Senate committee did not set a time limit for the FCC to act but Senators most likely had the May 1 date of the Bureau in mind.

No dissenting votes were cast in committee. Sen. John W. Bricker (R-Ohio), chairman of the Senate committee, was present at the executive session Tuesday.

The news of the Senate group's action caught fire with the broadcasters' trade association. NARTB President Harold E. Fellows evinced pleasure. He said the NARTB agreed "fully" with the committee's reference to the fee proposal raising basic questions with the regulation philosophy under the Communications Act.

He said NARTB was "hopeful" that FCC would accede and "provide adequate time for a full consideration of the matter by the Congress."

Mr. Hardy had testified that the fee proposal would impose a discriminatory burden on the electronic mass media, placing them at a disadvantage with competitors "at the marketplace of news, education and entertainment."

He also hit at the "self-sustaining" principle forwarded by the Budget Bureau. If based on power, frequency or gross revenue of a station, Mr. Hardy had declared, the fee formula actually would be a franchise tax not a license charge.

He said the Communications Act sets a policy prohibiting assumption of any vested right to, or ownership of, a broadcast facility by a licensee.

Action Sets Precedent

While the committee acted on FCC's proposal, it also was understood that the group looked to this particular case as the policymaker for other regulatory agencies which come under its jurisdiction.

As the Senate bore down heavily on license fees, the House Interstate & Foreign Commerce Committee received a statement from Rep. Wayne N. Aspinall (D-Colo.) on his fees bill (HR 7842, companion measure to the Johnson "nominal" fees bill, S 2926).

Rep. Aspinall said he believed FCC should postpone any further action "until a more complete Congressional review of the proposed schedules can be had."

The FCC still has before it a list of questions on the fees proposal which were supplied by Senators during the subcommittee hearing. As of late last week, the subcommittee had not received Commission answers. Because these questions are outstanding, the subcommittee hearing has not been concluded technically and possibly could be resumed, it was said.

Meanwhile, additional comments were received at FCC on the fee proposal.

The Maryland-District of Columbia Radio & Television Broadcasters Assn. sent a resolution opposing a fee charge as "contrary to the public interest." It was submitted by Charles Smith (WTBO Cumberland, Md.), president of the association.

Exemption for educational tv stations from payment of fees was asked by Richard J. Goggin, general manager of noncommercial, educational tv station KETC (TV) St. Louis, which is not yet on the air.

Uhf Needs Stronger Transmitters, Say Experts

THERE'S nothing wrong with uhf that higher powered transmitters and more efficient receivers won't remedy, according to the experts participating in a symposium on "Uhf Television—Boom or Bust," held Thursday as part of the IRE convention program (stories pages 34, 38).

Commenting on that provocative title, Edward W. Allen Jr., Chief Engineer of the FCC, suggested it be revised to replace the present implied indecision with an expression of determination more in keeping with the pioneer spirit of the nation. He proposed "Uhf-Tv or Bust."

Mr. Allen discussed the way in which the FCC set up its postwar tv allocation pattern, adding 70 uhf channels to the previous 12 vhf channels to provide for a truly national tv service, noting that operating experience had verified most of the the theoretical assumptions made concerning uhf behavior. He warned that the FCC median data are just that and should not be taken as a detailed guide for the anticipated coverage of any new uhf station. He urged set manufacturers to build the best possible uhf receivers, stating that to do anything else is selling themselves as well as uhf short, a dangerous practice since uhf is going to constitute a large part of the future set market.

MR. ALLEN

"High power and high antennas are mandatory for uhf," it was stated by J. W. Herbstreit of the National Bureau of Standards at the conclusion of his talk. This was a report on research done by the NBS Central Radio Propagation Laboratory at frequencies of 418 and 1046 mc in conjunction with an extensive program of 100 and 200 mc measurements throughout the country. The effective absorbing area of the receiving antennas was found to be by far the most important factor in determining the signal power available to uhf receivers, he reported.

The uhf band is being opened with much more knowledge about propagation characteristics than there was 30 years ago when am broadcasting began or even a decade later when fm was launched, commented T. J. Carroll of MIT's Lincoln Lab. In a scholarly paper, he reviewed the way in which experiments have proved untrue the theory advanced in the 30s that the higher frequencies were at a disadvantage beyond the line of sight in comparison with the lower ones. The theorists, he said, overlooked the air through which the radio waves travel. Actually, he said, beyond the line of sight horizon signals are sharply attentuated at first, but after a few tens of miles the attenuation flattens out, with usable signals for many miles beyond and no more attenuation for uhf than for vhf signals.

Final paper of the session, given by L. O. Krause, General Electric Co., compared the antenna problems of vhf and uhf television. He pointed out that since wave distortions increase with frequency, the best possible transmitting antennas are needed for uhf stations. Beyond a certain distance, he said, greater power does not help increase coverage as much as increased tower height. He also urged that improvements be made in uhf receivers, noting that it is often easier to get $1 million to improve a transmitter than $1 to improve a receiver.

GENERAL FOODS SWITCHES $3 MILLION TO Y&R, B&B; P&G IN RECORD CBS-TV BUY

General Foods moves $3 million ad budget from Foote, Cone & Belding to Young & Rubicam and Benton & Bowles during a week jammed with advertiser activity, which included Procter & Gamble purchase of 6¼ hours weekly on CBS-TV (five hours moved from NBC-TV) for a total of 10 hours weekly on CBS-TV.

HIGHLIGHTING a week marked by surprisingly heavy advertiser activity, General Foods last week withdrew nearly all its estimated $3 million advertising allotment from Foote, Cone & Belding, New York, in a move to consolidate its advertising in the company's two other agencies, Young & Rubicam and Benton & Bowles.

Other significant developments of the action-jammed week:

• In what CBS-TV described as "the largest television time sale ever to be negotiated with a single sponsor," Procter & Gamble signed for six and a quarter hours weekly on CBS-TV, including five hours moved from NBC-TV, and prompted CBS-TV to realign its daytime schedule and, in the process, cut a half-hour off the *Arthur Godfrey Time* Monday-Thursday television program.

• Swift & Co., Chicago, named McCann-Erickson, Chicago, to handle its advertising.

• Necchi Sewing Machine Sales Corp., New York, and Elna Sewing Machine Co., now owned by Necchi, appointed Cecil & Presbrey as its agency effective April 15.

• Vitamin Corp. of America signed a $5,500,000 contract to sponsor *The Goldbergs* on DuMont Tv Network, starting April 13.

• Pillsbury Mills, Lever Bros., and Nabisco, all current sponsors of segments of the Arthur Godfrey telecast, are understood to have budgets ready for a half-hour evening network tv show to be sponsored on an alternate-week basis.

Campbell Soup Uses CBC

• Campbell Soup Co., moving into Canada with sponsorship of five-quarter hours of the *Howdy Doody* program, owned by Kagran Inc., on the CBC radio network, through Cockfield, Brown, Toronto.

• McKesson & Robbins Inc., New York (Tartan suntan lotion), was preparing a radio and television spot announcement campaign in 40 markets.

• Howard Clothes set a 35-station radio spot campaign in 13 markets, plus its daily sportscasts in seven top metropolitan markets.

The shows P & G is switching from NBC-TV to CBS-TV include the half-hour *Welcome Travelers* strip and *On Your Account*, also a half-hour program seen Monday through Friday. The former will be Monday-Friday at 1:30-2 p.m., and the latter at 4:30-5 p.m., both effective July 5. Additionally, P & G signed for a new CBS-TV quarter-hour strip, format to be announced, at 1:15-1:30 p.m., also effective July 5, and thereby brought P & G's total time on CBS-TV to a total of 10 hours a week.

Procter & Gamble is retaining *Three Steps to Heaven* on NBC-TV (Mon.-Fri., 11:15-30 a.m.) and reportedly is considering the addition of an afternoon strip on NBC-TV. The contract for the new CBS-TV time was understood to have been made by P & G direct with the network rather than through its advertising agencies.

Announcing the P & G contract and the forthcoming changes in daytime program schedule, William H. Hylan, vice president in charge of CBS-TV Network Sales, said CBS-TV management "feels that it is well along in achieving an ideal daytime as well as nighttime network schedule, taking another step forward in its sales and programming leadership, designed to provide the public with the best entertainment possible on an around-the-clock basis."

A principal feature of the revised CBS-TV daytime program lineup cuts the *Arthur Godfrey Time* morning telecast back from 90 minutes to an hour and moves the *Garry Moore Show* from its afternoon periods into the 10-10:30 a.m. time which now kicks off the Godfrey series. Beginning April 5—effective date for all the program changes—*Arthur Godfrey Time* will be seen at 10:30-11:30 a.m. Monday through Thursday (but will continue as a 90-minute feature on CBS Radio Monday through Friday, 10-11:30 a.m.). *Garry Moore Show* will be carried 10-10:30 a.m. Monday through Friday.

The time to be occupied by the new Procter & Gamble strip, 1:15-1:30 p.m., currently is a period in which CBS-TV does not provide network service.

With the April 5 changes, CBS-TV will be providing network service from 7 a.m. onward throughout the day, except for the one-hour period immediately following its new, 7-9 a.m. *Morning Show*.

General Foods announced it is realigning the assignments of its products among its advertising agencies. The move, President Austin Ingleheart said, will become effective soon.

Foote, Cone & Belding had been handling Post Toasties, Post's Krinkles, Instant Postum, Calumet baking powder, La France bluing, Satina ironing aid and Kool-Aid. It now will handle only Kool-Aid (out of the firm's Chicago office).

Benton & Bowles, New York, in line with the new philosophy of GF to place all business of Foods 90-minute 25th anniversary show which was telecast yesterday (Sunday) on what was a particular division under one agency banner, will continue to handle the Post Cereals Division and will add Grape Nuts, Grape Nuts Flakes, Post Wheatmeal, Krinkles, and Corn Fetti. The agency also will continue to service the Gaines Dog Food division and the Maxwell House division (with the exception of Sanka and Postum). Latter two products and the bulk of all other General Foods products will be handled by Young & Rubicam, which now services more than $22 million in advertising. Y & R will have the following products of GF: All Jell-O products, Minute rice, Minute tapioca, and other Minute products; Calumet baking powder, Certo and Sure-Jell jelly-making aids, D-Zerta sugar-free gelatin dessert, Birds Eye frosted foods, Walter Baker chocolate and cocoa products, Baker's coconut, Log Cabin syrup, Swans Down cake mixes and flours, Instant Postum, Sanka and Instant Sanka decaffeinated coffees, Bireley's soft drinks, and Kernal-Fresh salted nuts.

Young & Rubicam also handled the General Foods account.

DuMONT Tv Network will carry *The Goldbergs* (Tuesday 8-8:30 p.m. EST) on 160 stations under the $5.5 million contract being agreed upon by (l to r) Morton Edell, president, Vitamin Corp. of America, new sponsor; Gertrude Berg, show's creator-star; Ben Duffy, president, BBDO, and Ted Bergmann, DTN managing director.

said to be the largest number of stations linked together for one single commercial telecast—NBC-TV, CBS-TV, ABC-TV, DuMont Television, and stations WPIX (TV) and WATV (TV) New York.

Post Cereals Division of General Foods, effective April 5, will sponsor the television version of the radio soap opera *Portia Faces Life* on CBS-TV, 1:15-1:30 p.m., five times weekly. Contract was signed through Young & Rubicam last week but presumably the show's billing will be shared with Benton & Bowles, when the product moves become effective.

General Foods Renews

Meanwhile, General Foods, for its Swans Down cake flour and Instant Maxwell House coffee, has renewed sponsorship of *The Second Mrs. Burton* on CBS Radio, five times weekly, 2-2:15 p.m., for another 52 weeks, through Young & Rubicam.

Necchi Sewing Machine, through its newly appointed agency, Cecil & Presbrey, effective April 1, starts participation on the *Home* show on NBC-TV, Monday through Friday, 11 a.m. to 12 noon [B•T, March 22].

Vitamin Corp. of America will sponsor *The Goldbergs* on DuMont effective April 13, in the Friday 8-8:30 p.m. period vacated for the summer by Admiral Corp.'s *Life Is Worth Liv-*

ing, featuring Bishop Fulton J. Sheen. Contract was placed by BBDO, New York.

Pillsbury Mills and Lever Bros, are in the market for a good half-hour network television time availability which they would sponsor on an alternate-week basis.

McKesson & Robbins, New York, has greatly increased the television emphasis in its annual spring and summer campaign for Tartan, through Ellington Co., New York. The campaign will start the last day in May and run until mid-July in 40 markets, mostly on the East and West Coasts. Radio spot also will be used, close to weather reports or programs on the stations.

Howard Clothes, New York, is using a concentrated spot radio campaign on 35 stations in 13 markets, through Peck Adv. Agency, New York. In addition, Howard Clothes presents daily sportscasts in seven top metropolitan markets. Mel Allen and Russ Hodges are being heard in New York and programs with leading local sportcasters are being used in Chicago, Washington, Boston, Philadelphia, Providence, and Syracuse.

CARTOUN CITES L-W'S RADIO BASE

Longines-Wittnauer Watch Co. Board Chairman Fred Cartoun says radio forms "broadest possible" base for the firm's national advertising, in citing its expansion on CBS Radio.

"WE HAVE found that a solid schedule of radio broadcasting forms the broadest possible foundation for our national advertising," M. Fred Cartoun, chairman of the board and treasurer of Longines-Wittnauer Watch Co., said last week in a letter to the company's jeweler agencies.

The letter, calling attention to Longines-Wittnauer's recent expansion of its schedule on CBS Radio, said that "radio broadcasting reaches more people per week than any other form of advertising—for the very simple reason that 45 million homes listen to radio every week, whereas not much more than half of these homes are equipped with television sets."

Cost Factor

The company is continuing and expanding its *Longines Chronoscope* television program (CBS-TV) and "will also continue with our gala full-hour holiday television festivals," Mr. Cartoun continued. Nevertheless, he said in pointing up the advantages of radio, "because of the almost prohibitive cost of television advertising very few advertisers, even among the largest, find that they can afford full network program television coverage every day of the week—whereas Longines-Wittnauer, through the facilities of the CBS coast-to-coast radio network, is in a position to blanket the 45 million homes of the nation every day of the week with one or more broadcasts.

"On this solid foundation of daily coast-to-coast radio broadcasts, reaching tens of millions of people each week with our superlative programs, we are building the strongest national advertising effort in the history of our company. Three weekly programs of the *Longines Chronoscope* over an ever-increasing network of CBS Television stations, together with widespread publication, sports and miscellaneous advertising, complete the structure of this 1954 advertising campaign."

The L-W programs all are designed to emphasize the Longines-Wittnauer jeweler agencies as the "only stars" of the shows, Mr. Cartoun asserted.

LONGINES-WITTNAUER Watch Co.'s plans to sponsor CBS Radio shows seven days a week are completed by (l to r) W. Eldon Hazard, network sales manager; Mistel Piastro, conductor of the Longines Symphonette; Alan Cartoun, director of advertising, Longines-Wittnauer, and H. J. Cowan, director of public relations for the watch company.

The new contract for CBS Radio time, signed several weeks ago [B•T, March 1], provides for a gradual expansion—most of it already in effect—under which, by next fall, L-W will have programs on that network each day of the week, with two on Sundays. In all, they total 10 quarter-hours a week, described by Mr. Cartoun as "the largest radio program schedule ever undertaken by any company in the jewelry field."

C-P World Sales Hit $405 Million in 1953

COLGATE-PALMOLIVE Co., Jersey City, a major radio and television advertiser, reached a record level of $405,309,000 in world-wide sales in 1953, E. H. Little, chairman of the board, announced last week in the company's annual report. Domestic sales increased $11,733,000 over 1952 to $257,394,000. Sales of foreign subsidiaries, totaling $147,996,000, were up $12,374,000.

Net income for 1953 was $12,045,000 or $5.02 per share of common stock as compared with $10,084,000 or $4.38 per share in 1952. Domestic earnings of $8,467,000 were $388,000 higher than the preceding year. Dividend income from foreign subsidiaries which are not consolidated totaled $3,578,000 in 1953 as compared with $2,005,000 in 1952.

K&E, GE Part Ways

KENYON & ECKHARDT, New York, and the air conditioning division of General Electric Co., because of possible product conflict at the agency, announced last week the mutual termination of their advertising agreement, effective as soon as current programs being handled by K&E are completed. K&E recently was named to handle a portion of the RCA account.

Watkins to Campbell-Ewald

JULIAN L. WATKINS, former vice president and chairman of the board of review of Maxon Inc., will join Campbell-Ewald, Detroit, effective April 15, as vice president and supervisor of copy.

SEVEN-UP DOUBLES AD BUDGET IN '54

PLANS for a new annual advertising-promotion budget of $4-4.5 million have been announced by the Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago.

Decision to double the present budget was reported by H. C. Grigg, president of the firm, after the annual meeting of over 200 bottlers. Television probably will be used by individual bottlers in their respective areas, it was understood.

The bottlers will forward recommendations on use of various area media, allocation of which comes from the Bottlers National Advertising Fund.

Brewery Buys 'Ernie' On 30 Midwest Stations

OPEN-END transcribed *Tennessee Ernie Show*, produced and syndicated by RadiOzark Enterprises Inc., Springfield, Mo., will be released nationally April 1, with Griesedieck Bros. Brewing Co. signed as sponsor on some 30 midwestern stations. Agency is Krupnick & Assoc., St. Louis.

Total of 156 of 260 programs already have been cut in Hollywood, according to RadiOzark. The quarter-hour series is designed for programming five or six days a week, with prices based on population of a station's community. The program features Tennessee Ernie and guest stars.

The Griesedieck commitment brings the total U. S. and Canadian stations carrying RadiOzark shows to 1,000, it was claimed.

Kansas City Agency Woman Wins KMTV (TV) Contest

FIRST prize in KMTV (TV) Omaha's slogan contest was won by Ruth Mensch of Comer & Pollard Inc. advertising agency, Kansas City, Mo., contest officials announced last week.

MISS MENSCH

Miss Mensch wins a week's trip for two at Sun Valley, Idaho, with all expenses paid during the stay at the famed resort, plus $200. KMTV said the two-month slogan contest among advertising, agency and radio-tv personnel drew a total of 803 entrants who submitted 1,976 slogans based on the letters K-M-T-V, describing the advantages of the Omaha station and market.

Second through fourth prize winners and their prizes, respectively, were W. F. Craig, Procter & Gamble, Cincinnati, who won a case of imported champagne; Ralph Starkweather Jr., Erwin, Wasey & Co. advertising agency, Los Angeles, a case of imported scotch, and William C. O'Donnell, KXOK St. Louis, a case of bonded bourbon.

Judges in the two-month KMTV contest were Edward Petry of the Edward Petry Co., national representative for KMTV; C. A. (Fritz) Snyder, CBS-TV, and Owen Saddler, executive vice president and general manager of the Omaha ch. 3 station.

Rosenwald, Krupp Agency Incorporated in Amarillo

PARTNERS Monte Rosenwald and Leon Krupp of Southwest Advertisers, Amarillo, Tex., agency, have incorporated under the name of Rosenwald, Krupp & Assoc. Inc.

Agency address remains the same: 413 W. 7th St. (P. O. Box 1369), Amarillo.

Compton to New Quarters

COMPTON Adv., New York, moved March 27-28 to new and larger quarters occupying four floors of a new building at 261 Madison Ave., New York. New phone is Oxford 7-2400. Agency's former quarters were at 630 Fifth Ave.

B&B Names 3 Women V.P.'s

THREE women copy group supervisors of Benton & Bowles, New York, have been named vice presidents of the agency, William R. Baker Jr., chairman of the board, announced last week. The three are Dorothy Whitney, who has been with the agency for the past 13 years; Annette Talbert, associated with B & B for 10 years, and Elizabeth Pike, with the agency for eight years.

SPOT NEW BUSINESS

Munson Inc., N. Y. (greeting cards), planning for the first time to use radio and tv spot announcement campaign in 30 markets which will run September through December. A budget of $250,000 has been set. Agency: Alden Adv., N. Y.

Wynn Oil Co., Azusa, Calif. (Wynn's Friction Proofing oil additive), starts nationwide market-by-market radio-tv participation and spot announcement campaign, in cooperation with local dealers. Agency: BBDO, L. A.

Quaker Oats Co. Coast Fisheries division, Wilmington, Calif. (Puss-N-Boots Cat Food), starts three-weekly five-minute segments of *Phil Norman Takes Ten* on 23 CPRN stations (Mon.-Fri., 3:05-3:15 p.m. PST), for 13 weeks March 31. Agency: Lynn Baker Inc., N. Y.

CBS-TV Film Sales has sold *Strange Adventure* series to Kendall Dog Food, Phoenix, for use on KOY-TV and KOOL-TV Phoenix, and *Range Rider* to KOMU-TV Columbia, Mo., and to Fairmont Foods Co. and Peterson Baking Co. for use on KHOL-TV Holdrege, Neb.

NETWORK NEW BUSINESS

General Motors Corp., Detroit (Buick Div.) signs for one-time sponsorship of *The Heart of the News* (NBC Radio, Mon.-Fri., 10:15-10:30 p.m. EST) for this Wednesday. Agency: Kudner Adv., N. Y.

Philco Corp., first sponsor signed for the tv version of the *Breakfast Club* on ABC-TV [B•T, March 22], will underwrite the Mon.-Fri. 9:45-10 a.m. segment for two weeks, starting today (Mon.), then will sponsor the same quarter-hour on Mon.-Wed.-Fri. Agency: Hutchins Adv., Philadelphia.

General Foods Corp., N. Y. (Instant Jello), using three participations a week for four weeks on *Pinky Lee Show,* NBC-TV, Mon.-Fri., 5-5:30 p.m. Agency: Young & Rubicam, N. Y.

Minute Maid Corp. (Minute Maid Lemonade) to sponsor second half of *Super Circus,* ABC-TV (Sun., 5-6 p.m. EST), effective June 6. Agency: Ted Bates Inc., N. Y.

Yardley & Co., N. Y., to sponsor Tues., 1:30-1:45 p.m. segment of *Garry Moore Show* on CBS-TV, starting April 6. Agency: N. W. Ayer & Son, N. Y.

ROACH PUTTING NEARLY $9 MILLION INTO 10 ADDITIONAL SERIES IN '54

Six of the series will be under non-exclusive pact with ABC-TV, says Mr. Roach, who describes the 1954 schedule as a 300% production increase. Proposed new series will total 140 films.

ANNOUNCEMENT of his 1954 schedule of 10 additional tv film series, with budgets totalling $8,850,000, was made last week by Hal Roach Jr., who described this as a 300% production increase. Total of the proposed tv films equals approximately 140 feature length films, according to the producer, who declares this program "vindicates our belief that the key to successful television programing is quality for a price and that this can be achieved best by filming in Hollywood."

Under his non-exclusive contract with ABC, the first six series Mr. Roach Jr. will film are: *Alias Mike Hercules,* dramatic adventure shot in San Francisco locale and starring Hugh Beaumont; *Code 3,* dramatized factual incidents concerning Los Angeles County Sheriff's office; *Passport to Adventure,* starring Cesar Romero as a diplomatic courier, which goes before the cameras May 17; *White Collar Girl,* starring Laraine Day as an average American girl, who seeks a New York career; *Tales of a Wayward Inn,* starring Brian Aherne in dramatized events occurring in and about a large metropolitan hotel; *It Seems Like Yesterday,* romantic family series laid in the period from 1930 to 1945 with Jimmy Lydon.

Other New Series

Other new series are *Bozo the Clown,* filmed with human players, for Capitol Records; *Blondie,* based on the Chick Young comic strip, acquired from King Features Syndicate, set to start in May (at the same time development of a radio series is contemplated); *Guns of Destiny,* anthology series based on actual incidents in which firearms played important roles in destinies of individuals and nations; *Parole Chief,* based on the book of the same title by David Dressler, former executive director of N. Y. State Division of Parole, and starring Pat O'Brien; *Public Defender,* which started this month on CBS-TV for Philip Morris & Co.

Bonded Film Subsidiary Formed in L. A., N. Y.

BONDED Film Storage Co., described as one of the largest companies in storing and handling of tv film, has formed a subsidiary, Bonded Tv Film Service Inc., with offices in Los Angeles and New York, President Chester M. Ross announced.

Declaring his firm's business has doubled each year for the past four years, Mr. Ross explained, "The complexities of storing, examining, repairing, cleaning, routing, expediting and shipping tv film are proving too much for distributors, producers, agencies and networks."

In charge of West Coast operations, located at 904 N. La Cienega Blvd., Los Angeles, is Stanley Halperin, formerly with William Morris Agency. Manny Kandel, vice president and general manager, is headquartered in the new New York office at 630 Ninth Ave.

Now handling more than 6,000 tv film shipments monthy, Bonded is a member of National Film Service Inc., composed of firms with offices in 32 cities, and can ship from points other than New York and Los Angeles, Mr. Ross said.

A TECHNICOLOR three strip camera, used by Screen Gems in comparative color film tests for Pall Mall, is explained by M. Peter Keane (back to camera), eastern production manager for Screen Gems Television, to (l to r) Charles Bellante, production supervisor of Film Counselors Inc.; Thomas Vietor, head of color tv for Sullivan, Stauffer, Colwell & Bayles, and Robert West, SSC&B art director. The Technicolor camera was tested for production cost, processing time and quality against the Eastman negative-positive and the 16mm commercial Kodachrome.

More Quality Tv Films Needed, Osgood Says

NEW TV FILMS of high quality must be produced to insure continuing success of the film syndication business, Stanton Osgood, production manager of the NBC Film Division, told a luncheon meeting of the National Television Film Council in New York last Thursday.

"No matter how great our economic needs of the moment are or how we rationalize so that we can get a fast return on our investment," Mr. Osgood advised, "it is clear to me that the syndication industry must have new production in order that business may stay alive. And as in every business, the quality products will have to carry along the inferior products."

Turning to the subject of color, Mr. Osgood quoted Carl Stanton, NBC vice president in charge of the Film Division, as saying NBC currently is not shooting in color. Mr. Osgood said this decision probably resulted because stations are not equipped to transmit color film on an organized basis, and that a program shot in color and shown in markets in black-and-white could not be re-released in color to net sufficient profit for its production cost.

Lee Tv Film Network Says 85 Are Interested

ABOUT 85 stations have indicated interest in becoming affiliates of the proposed Lee International Tv Network, Raymond L. Kulzick, president, said following an organizational meeting in Chicago's Conrad Hilton Hotel last Wednesday.

Mr. Kulzick met with station executives and station representatives authorized to act as agents for their outlets to discuss his organization's plans for a new tv film network.

Mr. Kulzick declined to say how many stations were represented at the meeting, which ran from 9 a.m. to 3:30 p.m., but said he was gratified with the turnout. He described the session as merely "informational" and said four or five regional meetings would be scheduled in the weeks ahead.

The Lee president said representation covered all types of stations, small and large power, as well as single and multi-ownership outlets. He declined to discuss aspects of the plan, but acknowledged some of its proposals would be altered after last Wednesday's meeting. No contracts were signed with any stations and a scheduled evening session with new affiliates was postponed.

It was understood that stations could join the network for $1,500 affiliation fee, and that the network plans to offer as much as three daily hours of programming on a non-interconnected basis.

Type of programming was not described. Only one affiliation per city is proposed. Mr. Kulzick said he has had expressions of interest from all but four major markets and felt Lee will be a "major network" in due time.

An estimated 30 to 50 stations reportedly were represented at the session.

EMERSON DRUG Co. signs to sponsor the new Ella Raines tv series, *Janet Dean, Registered Nurse*, on WNBT (TV) New York, NBC o&o outlet, starting March 23 (7-7:30 p.m. EST) for 52 weeks. L to r: Martin J. Dwier, Lennen & Newell account executive; Miss Raines; Hamilton Shea, WNBC-WNBT general manager; Ed Madden, vice president, Motion Pictures for Television, producers, and Kirkland Billings, Emerson Drug Co.'s advertising manager.

Bagnall Assoc. Acquires Consolidated Tv Rights

ACQUISITION by George Bagnall Assoc., tv film distributors, of exclusive distribution rights to all products owned by Consolidated Television Sales, New York, was announced last week by Jack O'Laughlin, partner in Bagnall Assoc.

CTS was purchased recently by Shull Bonsall of Los Angeles from Norman Chandler of the *Los Angeles Times* and Austin Sherman of Hallett Mfg. Co., Los Angeles. It is believed that the firm name of Consolidated Television Sales will be discontinued at some date in the future.

Looks to New Products

Mr. O'Laughlin said it is the intention of Bagnall Assoc. and Mr. Bonsall to participate in the acquisition of new products for television. He said agreements have been reached for their financial participation in the production of a series titled *Family Night*, featuring Horace Heidt, and a musical western variety series called *Sunday on the Range*.

Tony Azzato, formerly of WPIX (TV) New York and for the last six months a sales representative of Bagnall Assoc., has been appointed New York manager of the tv distribution firm. Ralph Baruch, previously with Consolidated Television Sales, will remain as an account executive. Bagnall Assoc. also has offices in Chicago and Los Angeles.

Mr. O'Laughlin said he had arranged with Bonded film distributors for the physical distribution of all Bagnall and Consolidated products.

FILM SALES

Troy Buick Co. starts *Fulton Lewis jr.* in Albany, N. Y., for 26 weeks from April 4. Series, distributed by **United Television Programs Inc.,** was started by **Chicago Motor Club** on WGN-TV that city, March 27 for 26 weeks.

WGN-TV Chicago has obtained exclusive first-run rights to 22 new feature films from Tele-Pictures, Inc., Beverly Hills, Calif., for presentation in January 1955. According to **Elizabeth Bain,** station's film director, contract means U. S.-produced films will be released concurrent with or prior to theatrical exhibition. Features were produced in Hollywood in 1953 and feature such name stars as **Joan Leslie, Scott Brady, Dane Clark** and others. Titles cannot be announced, however, until short time before films are made available. WGN Inc. (WGN-AM-TV) also renewed previous pact with Tele-Pictures for re-runs on 17 films already shown, and acquired rights to *Hollywood Half-Hour* and *Front Page Detective* through Consolidated Tv Programs, with National Credit Clothing as sponsor. Agency: Gordon Best Co.

KNXT (TV) Hollywood has acquired "The Little Rascals," series of over 100 short comedy films, from **Interstate Television Corp.** for showing on *Space Funnies*, five times weekly 90-minute program. Also acquired for the program are 130 comedy shorts and cartoons, distributed by **Unity Television Corp.** Included in the Unity package are 52 "Charlie Chase Adventures," 52 "Laurel and Hardy" shorts, 13 "Tom & Jerry" cartoons and 13 "Aesop Fables" cartoons.

NBC Film Division announced last week that *Inner Sanctum* had been sold in five more markets, raising total markets carrying the series to 76. Sales on other Division properties have increased number of total markets on *Badge 714* to 147; *Dangerous Assignment*, 156; *Victory at Sea*, 96; *The Visitor*, 70, and *Captured*, 97.

Ziv Television Programs Inc. announces *Mr. District Attorney* is set to start in a total of 65 markets this week (April 1) for 25 sponsors, largest two of which are **Samsonite Luggage** and **Carter Products** (Rise and Arrid). Local stations, purchasing the series, are: KGNC-TV Amarillo, WRDW-TV Augusta (Ga.), WNAC-TV Boston, WMT-TV Cedar Rapids, WSTB-TV South Bend, KLAS-TV Las Vegas, KSWO-TV Lawton (Okla.), WBRE-TV Wilkes Barre and KHQA-TV Quincy (Ill.).

WALA-TV Mobile, Ala., acquires double-run rights to 52 western features from **Louis Weiss & Co.,** Los Angeles, starting April 1.

Cudahy Packing Co., Chicago, has contracted for *Waterfront* film series on WOW-TV Omaha and KEDD (TV) Wichita, according to **Lee Savin,** executive vice president of United Television Programs Inc. UTP also sold the **Roland Reed**-produced series to WHB-TV Kansas City.

FILM PRODUCTION

Atlas Film Corp., Oak Park, Ill., is filming series of tv commercials for **Glass Container Institute** as part of campaign to combat use of paper containers by dairy firms. Shorts will be tested initially in Milwaukee. Agency: Cramer-Krasselt.

Hollywood Spotlite Newsfilm Service Inc., Hollywood, formed by **Howard McClay,** *L. A. Daily News* drama columnist; **Algernon G. Walker,** producer, industrial and documentary film shorts; **Judah L. Siegal,** formerly a U. S. Navy radio-tv film coordinator, and **Harry Watson,** tv newsreel cameraman. Firm will film *Hollywood Spotlite*, five-minute tv series for national syndication, using film clips of motion picture news and recorded interviews with screen personalities by Mr. McClay. Offices are at 1161 N. Highland Ave. Telephone is Hollywood 2-7201.

Signing up of violinist **Florian ZaBach** by **Guild Films Co.,** N. Y., for a new half-hour tv filmed musical show was announced last week by **Reub Kaufman,** president of Guild. Production on the program is scheduled to start next month. Mr. Kaufman said that Duke Goldstone, who directs the *Liberace Show* and *Life With Elizabeth* for Guild, also will direct the new series.

William Gibbs, assistant production supervisor of filmed tv commercials for Fuller & Smith & Ross, N. Y., is on a 10,000-mile cross-coun-

try tour to film four Aluminum Co. of America television commercials for the *See It Now* program which Alcoa sponsors on CBS-TV. Mr. Gibbs will supervise the filming of such Alcoa products as the aluminum roof of the Salt Lake City Tabernacle, aluminum beer barrels, and aluminum chain link fencing.

RANDOM SHOTS

W. J. German Inc., Hollywood agents and distributors of Eastman professional motion picture and tv film, will construct new two story general office building and warehouse at 6677 Santa Monica Blvd. Cost of land and building represents investment of approximately $400,000. Besides Hollywood, firm has warehouses in Fort Lee, N. J., and Chicago.

Filmack Studios, Chicago, announces new animated tv slides "not much more expensive than the present inanimate tv slides." New slide affords many special effects, according to **Don Mack,** tv sales director, and has prompted deluge of orders and inquiries. He predicted they will change the slide habits of the nation.

George Bagnall & Assoc., Beverly Hills tv film distribution firm, is establishing branch offices in five cities. Already opened are offices at 520 N. Michigan Blvd., Chicago, and 25 Vanderbilt Ave., New York. **Tony Azzato,** formerly with WPIX (TV) N. Y., has been named manager of the latter office.

Prockter Television Enterprises is transferring *Treasury Men in Action* unit to Hollywood, where it will be filmed by **American National Studios** for national sponsorship on ABC-TV. Program is currently emanating live from New York over NBC-TV.

Association Films, N. Y., is offering for free loan to television stations a 13-week film series, *Made in U. S. A.*, which depicts many phases of America's social, industrial and economic life. Films may be obtained from AF's exchanges at 79 Adams St., Chicago; 351 Turk St., San Francisco; 347 Madison Ave., New York; 1108 Jackson St., Dallas, and Broad at Elm St., Ridgefield, N. J.

Telemount-Mutual Productions, Hollywood, has completed 39th half-hour film in color for *Cowboy G-Men* series. Preparations for a dog film series are being made by executive producer **Henry Donovan,** who has secured rights to "Lightning," silent theatrical release, from film producer **Sam Efrus.**

Dynamic Films Inc., N. Y., has begun construction on a new sound recording studio with a complete range of magnetic tape recorders and 35mm optical dubbers. A fully equipped 35mm and 16mm preview theatre is being set up adjacent to new recording studio.

Stock Shots to Order

STOCK SHOTS TO ORDER Inc., New York, has been established as a firm that will shoot footage to producers' specifications at prices said to be in line with library costs. Offices are at 550 Fifth Ave., New York 36, N. Y. Telephone: Circle 6-0690.

The company is headed by R. A. Pheelan, recently a film package producer-writer under contract to Official Films, New York, with Edna Paul, formerly chief librarian with the NBC film stock library, as associate. The company plans to serve tv, industrial and educational film producers.

B&W Tv Fares Well During Color's Debut

RETMA's Sprague says that monochrome sales are holding up to last year.

INTRODUCTION of color is having less impact on the black-and-white tv set manufacturing industry than originally expected, according to Robert C. Sprague, chairman of the board, Radio-Electronics-Tv Mfrs. Assn.

Mr. Sprague told B•T that while arrival of color has retarded black-and-white to some degree, sales are holding up well. "Tv set sales at retail in January were the highest on record for that month and sales since then have held up remarkably well," he said.

"Tv set production began declining last fall but has turned upward again as a result of this encouraging retail activity. I believe six million tv sets will be sold at retail this year and this will justify production of 5.8 million black-and-white sets.

"Production in the second half of 1954 should approximate that of the same 1953 period. The outlook for the electronics industry as a whole in 1954 is even more encouraging in that military deliveries will likely surpass those of 1953. The radio-tv and electronics industries, which reached $5 billion at the factory in 1953, will hold to that mark in 1954."

RETMA announced Friday that 274,536 radios (not including auto sets) were shipped to dealers in January, experiencing the usual seasonal drop. The shipments compare with 1,191,055 shipped in December 1953 and 475,132 in January 1953. RETMA heretofore has announced radio shipments on a quarterly basis.

The following table shows shipments of radios, excluding auto sets, to dealers by states for January 1954:

State	Total	State	Total
Alabama	3,420	Nebraska	1,544
Arizona	1,546	Nevada	190
Arkansas	1,858	New Hampshire	779
California	17,500	New Jersey	18,002
Colorado	1,317	New Mexico	376
Connecticut	5,270	New York	62,290
Delaware	262	North Carolina	3,973
District of Columbia	1,661	North Dakota	584
Florida	5,760	Ohio	17,444
Georgia	3,796	Oklahoma	1,919
Idaho	456	Oregon	942
Illinois	17,703	Pennsylvania	13,911
Indiana	5,043	Rhode Island	1,863
Iowa	3,408	South Carolina	1,789
Kansas	1,853	South Dakota	1,093
Kentucky	2,994	Tennessee	4,498
Louisiana	2,634	Texas	10,780
Maine	823	Utah	574
Maryland	5,299	Vermont	301
Massachusetts	10,156	Virginia	4,113
Michigan	12,978	Washington	3,459
Minnesota	3,646	West Virginia	2,476
Mississippi	2,538	Wisconsin	4,770
Missouri	3,832	Wyoming	439
Montana	674	TOTAL	274,536

ARF's Kobak Advocates Ad Research Program

PROGRAM of sound advertising research was urged last week by Edgar Kobak, president of the Advertising Research Foundation, as a means of helping to lower the costs of distributing products which have been developed by U. S. inventiveness and technical research.

Mr. Kobak offered this recommendation Friday at a luncheon meeting of the Adcraft Club of Detroit. He pointed out that "notable progress has been made in advertising research," but said, "We still have only scratched the surface."

"Countless millions of dollars have been spent for scientific research used in the development of new products," Mr. Kobak declared. "In comparison, only pennies have been spent for advertising research to help sell these products more economically. I think it is time for those companies, which have become successful through advertising, to set aside a sizable sum of money each year to improve advertising research. I suggest that they plow back some of their profits, and be prepared to make grants —through the ARF—for special projects which will increase the efficiency of advertising.

'Lucy' Holds to Top Rung In Nielsen Video Ratings

CBS-TV's *I Love Lucy* continued to hold the top place among evening, once-a-week network and television shows in the A. C. Nielsen Co. ratings for the two weeks ending Feb. 27. In following order, both in number of tv homes and in percentage of homes reached on a program station basis, were *Dragnet, Bob Hope Show, Buick-Berle Show, You Bet Your Life,* all NBC-TV and *Jackie Gleason Show,* CBS-TV. The Nielsen listing:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	17,666
2	Dragnet (NBC)	15,511
3	Bob Hope Show (NBC)	13,724
4	Buick-Berle Show (NBC)	13,458
5	You Bet Your Life (NBC)	12,791
6	Jackie Gleason Show (CBS)	11,893
7	Fireside Theatre (NBC)	11,514
8	Arthur Godfrey (Frigidaire) (CBS)	11,393
9	Arthur Godfrey's Scouts (CBS)	11,370
10	Toast of the Town (CBS)	11,123

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.8
2	Dragnet (NBC)	56.3
3	Bob Hope Show (NBC)	51.4
4	Buick-Berle Show (NBC)	50.5
5	You Bet Your Life (NBC)	47.2
6	Jackie Gleason Show (CBS)	47.1
7	Arthur Godfrey's Scouts (CBS)	44.8
8	Fireside Theatre (NBC)	42.1
9	Toast of the Town (CBS)	42.1
10	Arthur Godfrey (Frigidaire) (CBS)	41.9

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'FACTuary' Goes Monthly

AS a result of rapid changes in radio and television programming, Executives Radio-Tv Service, Larchmont, N. Y., announced last week that the *Radio-Tv FACTuary* will be issued monthly, rather than quarterly, beginning in May.

According to James M. Boerst, publisher, the contents of the publication will continue to be devoted exclusively to various areas of radio and television programming. Under the new schedule, *FACTuary* may be purchased on a month-to-month basis instead of an annual subscription basis, Mr. Boerst added, and plans are underway to offer the publication and the monthly *Spot Radio Report* on a package basis.

Tv Movies Draw 62%

MORE than 62% of tv homes in the New York metropolitan area have sets tuned to tv movie programs at sometime Monday through Friday. This group views such programs three days per week on an average, it was revealed in the latest "Television Movie Programs" study by Advertest Research, New Brunswick, N. J.

COLOR FILM PROBLEM DRAWS ATTENTION; DUMONT DEFENDS USE OF PRESENT 16MM

IRE technical session hears several papers, and alternatives, on the subject. RCA and BCE advance their cases for magnetic tape.

DENYING doubts that the quality of 16 mm color film is adequate for color telecasting, Jesse H. Haines, Allen B. DuMont Labs, Wednesday reported the "emphatic opinion" of the company's color research department that not only is a "major percentage of presently available 16 mm color film subjects made during the last 10 years suitable for color broadcasting" but, "in general, the broadcast quality of present day original 16 mm kodachrome, or equivalent, can equal or exceed the overall quality of live color pickup."

Speaking at a technical session of the IRE convention (other stories page 38), Mr. Haines said the secret of good colorcasting of 16 mm film consists of not just trying to reproduce the color on the film faithfully. "On the contrary," he stated, "the film scanner must improve on the film record and even on the original scene to produce the most pleasing effect on the viewer."

Mr. Haines pointed out that distortions inherent in all color film processes are commonly corrected by "masking" or use of an "auxiliary image in register with an original color picture to modify the characteristics of the original." He reported on a mask circuit inserted into the system of the tv film chain to achieve electronically what the movie masking does photographically.

Admitting that the insertion of this masking circuit into present color tv studio equipment adds complications, he declared it is well worth it.

Another paper on color film broadcasting, prepared by John H. Ladd and W. Lyle Brewer of Eastman Kodak Co. and delivered by Mr. Ladd, noted that a major problem arises from the limited output brightness or luminance range of present color tv systems, in contrast to the relatively large range of luminance in color film pictures. Extending tv's luminance range would improve all colorcasts, live as well as film, he said, preferably accomplishing the brightness modifications electronically.

However, the result can be simulated by photographic masking, Mr. Ladd said, illustrating with slides a process of superimposing a monochrome mask onto a color transparency and making duplicate slides which provide the brightness range compression to tv requirements without undesirable overall optical film density. This process, he said, permits telecasting of shadowed color pictures without the "electronic shoe horn" that would otherwise be necessary to fit them into tv.

Two methods of recording tv programs, not on film but on magnetic tape, were described by H. F. Olson of RCA Labs and J. T. Mullin of Bing Crosby Enterprises. The RCA method, Dr. Olson said, can record and reproduce both black-and-white and color tv programs, utilizing quarter-inch tape with two channels—one for the video signal and one for the audio—for monochrome pictures and half-inch tape with five channels—one for each color plus a synchronizing channel and an audio channel—for the colorcasts [B•T, Dec. 7, 1953]. Tape speed is now 30 feet a second, requiring the utmost care and precision to avoid distortion, he reported, and meaning that a reel of tape 17 inches in diameter is needed for a four-minute program. Work is being done, he said, to reduce the speed so that a quarter-hour program may be stored in a 19-inch reel.

The "VTR" method of tape recording used by Bing Crosby Enterprises, records 12 tracks simultaneously for monochrome picture recording, ten handling the video signal through a multiplexing process by which each channel samples it in succession at a rate of 339,000 samples a second, one track for synchronization and one for audio. This method permits a tape speed of 100 inches a second, Mr. Mullin said, which makes for reasonable reel size, a 17-inch reel holding tape with 16 minutes of running time, providing convenient 15-minute program length plus adequate overlap time.

He said color recording equipment is expected to be ready for demonstration in about six months.

A technique for recording color tv programs on black-and-white film was described by W. L. Hughes of Iowa State College (WOI-TV Ames), who said it was not proposed as a thoroughly tested method to be quickly adopted, but rather as a reminder that color programs can be recorded by other means than tape or color film.

Advantages of such a system, Mr. Hughes said, would be that cameras could be entirely mechanical in nature and easily carried into the field for spot news pictures; both film scanner and kinescope recorder could be greatly simplified, with lower equipment costs; noise problems inherent in color tv pickup devices would be reduced; processing for black-and-white film is much simpler and faster and less expensive than for color film.

He listed disadvantages as the registration problem; need to develop new lines of station equipment; one-time use of film, which cannot be re-recorded; need for special projectors for editing purposes; films not usable on standard projectors and need for a black-and-white processor.

Other papers presented during this session included a description of circuitry of a color film scanner, given by Joseph F. Fisher, Philco Corp., and a report on factors in the design of keyed clamping circuits for colorcasting, by R. N. Rhodes, RCA Labs. E. K. Jett, vice president, WMAR-TV Baltimore, and former FCC commissioner, presided at the color symposium, organized by the IRE professional group on broadcast transmission systems.

Recounts Empire State Problems

Another session on tv broadcasting under the same auspices included a paper presented by Andrew Alford, consulting engineer, on the problems met in designing an antenna for WOR-TV to use on the Empire State Bldg. in a limited space which had to be shared with the antenna of WNBT (TV) without affecting the latter signal. The 24-bay array, each bay comprising two horizontal dipoles, one over the other in shaped reflectors, which was the answer to the WOR-TV problem, was described by Mr. Alford, who detailed its design, construction and installation.

J. S. Auld, DuMont Tv Network operations engineer, in a paper prepared with Anthony Gallonio, also of DuMont, described the pulse distribution system used at DuMont's Telecentre in New York to feed programs and commercials from a number of a pickup points to various parts of the network without mixup.

Also at this session, K. R. Wendt, Sylvania Electric Products, described an improved tv clamp circuit using feedback; R. E. Western, Collins Radio Co., discussed a high level plate injection mixer for use at uhf, and Carl F. Schunemann, Thompson Products, reported on a coax line transfer switch for tv transmitters, as operated at WEWS (TV) Cleveland and WCPO-TV Cincinnati to provide transfer to standby transmitters or antennas.

George P. Adair, engineering consultant and former FCC chief engineer, was chairman of this Wednesday session, at which Lewis Winner, broadcast transmission group chairman, reported on the group's activities during the past year.

PLANS for Video Tape Recorder, a system of recording and reproducing tv pictures on magnetic tape, soon to be introduced by Bing Crosby Enterprises Electronics Div., are scanned by Mr. Crosby with Frank C. Healy (l), executive director of the project, and Wayne Johnson, project engineer. VTR was discussed at last week's IRE Convention in New York by J. T. Mullin of BCE during a technical session.

WVDA the new
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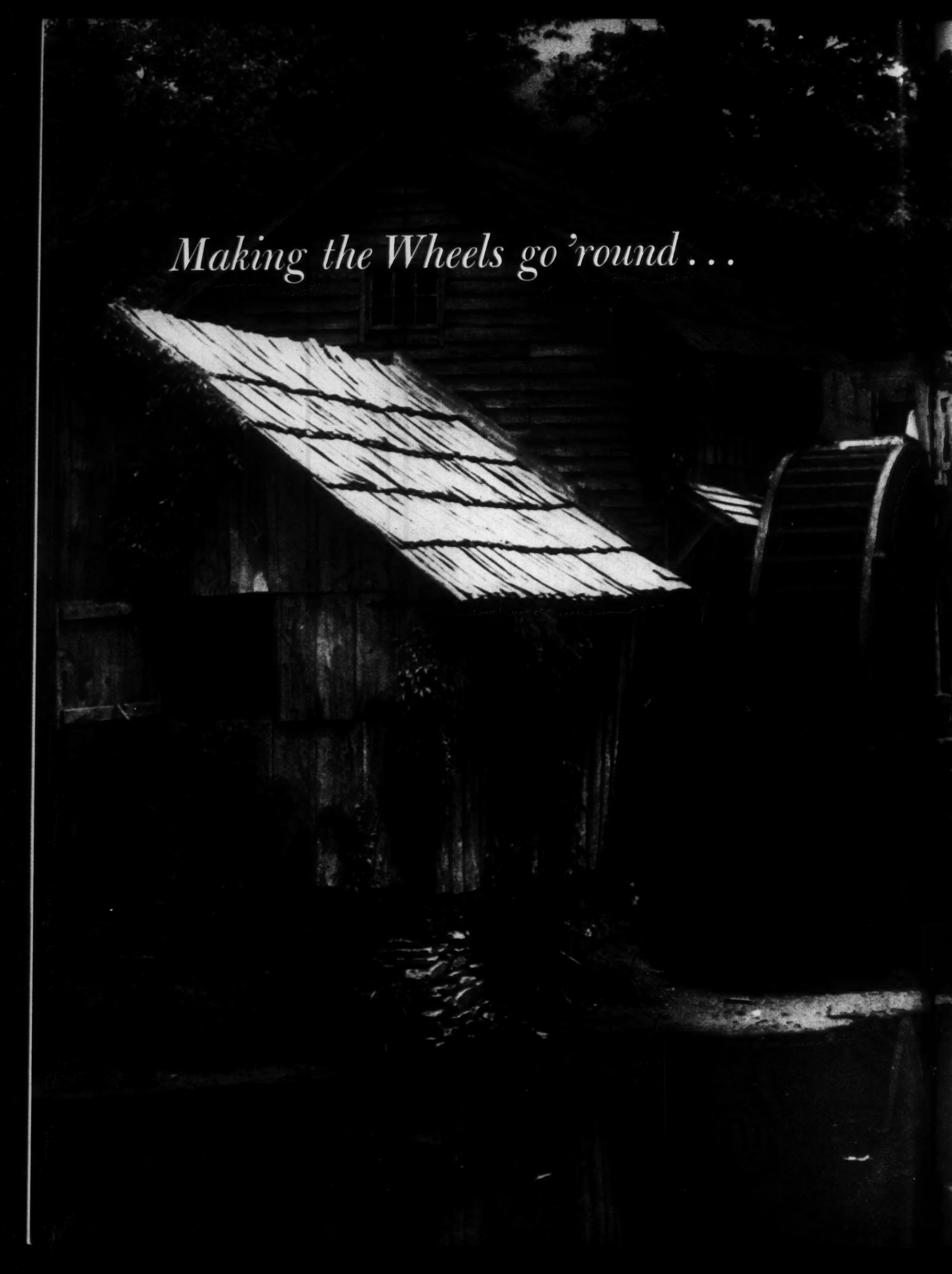
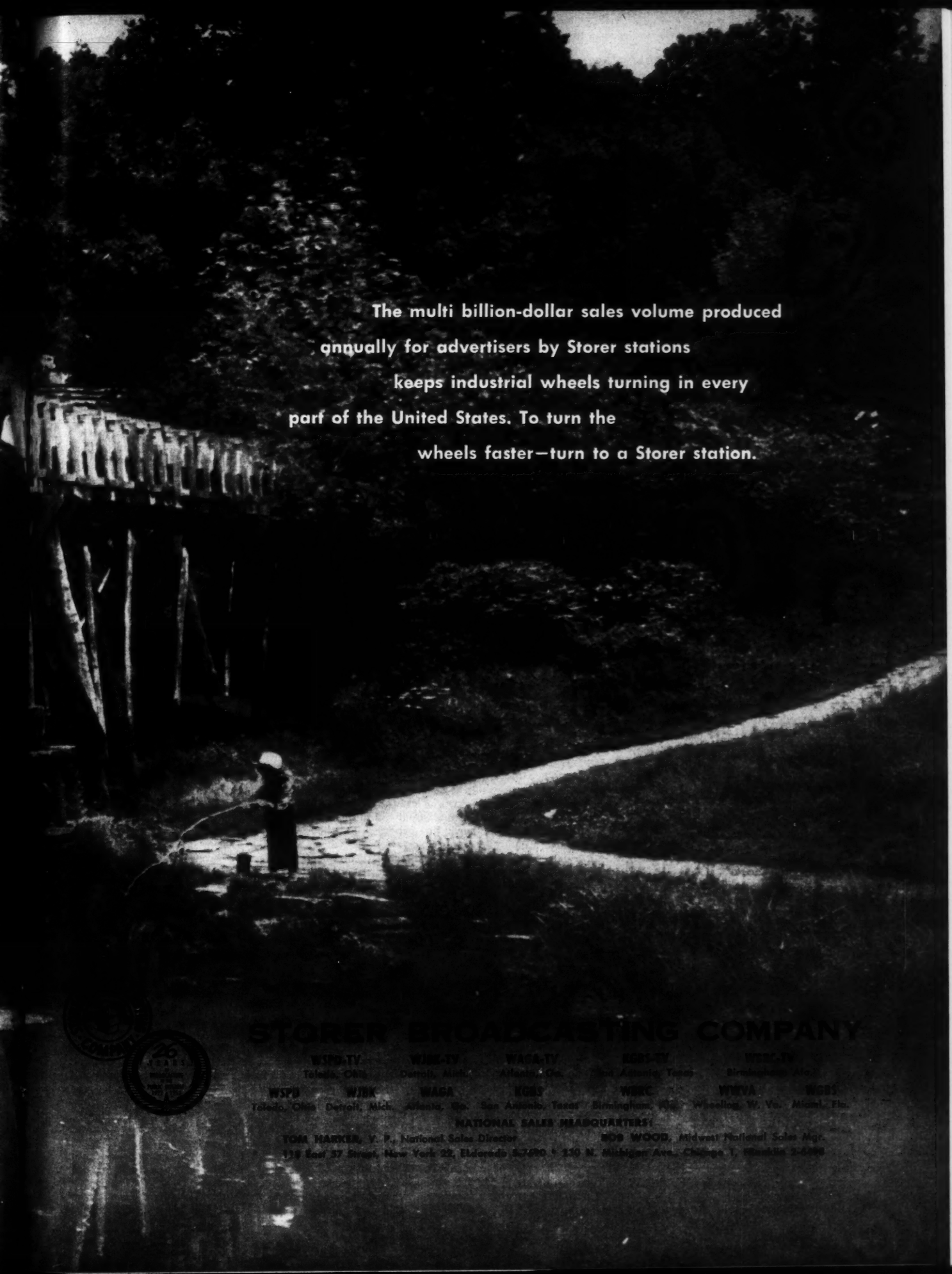

Making the Wheels go 'round . . .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HOGAN RECOUNTS HISTORY OF HI-FI

Hogan Labs president and high fidelity pioneer leads symposium at IRE convention.

THE OBJECTIVE of high fidelity is "the reproduction, at the distant listening point, of all the sounds that are created at the point of the program's origin and of no other sounds, each reproduced sound to be a flawless and faithful duplicate of the original," John V. L. Hogan, president of Hogan Labs and the nation's pioneer hi-fi broadcaster, said Tuesday during a symposium on high fidelity held as a part of the IRE convention (see other stories, page 34 and below).

"To attain that objective is perhaps impossible and certainly not easy," Mr. Hogan said. He listed seven factors as some "that aid in increasing the degree of fidelity obtainable from a broadcasting system":

1. Strict proportionality between input level and output level, as the level is varied.
2. Strict proportionality between input level and output level, as the frequency is varied.
3. Preservation of these two criteria over the largest attainable dynamic range above noise level.
4. Preservation of these two criteria over a frequency range which is the largest attainable fraction of the range of human audibility (usually taken as 16 to 16,000 cycles).
5. Reduction of output level caused by external effects to not more than the system's internal noise level.
6. Elimination of "key-hole" effect by use of spaced multiple speakers.
7. Addition of "localization" by use of multiple spaced sound channels; e.g., binaural transmission.

"The foregoing seven factors are by no means equally important," Mr. Hogan said, "nor are they listed in an order of importance as to which there is universal agreement. But I think it can be agreed that any transmitter-receiver combination that incorporated all of them would constitute a pretty good high fidelity broadcasting system."

H. S. Knowles, Industrial Research Products, was chairman of the evening hi-fi seminar, during which J. K. Hilliard, Altec Lansing Corp., spoke on "Microphones"; H. F. Olson, RCA Labs, on "Loudspeakers"; R. L. Hanson, Bell Telephone Labs, on "Room Acoustics" and J. E. Volkman, RCA Labs, on "Stereophonic Systems."

Came From a Conversation

The origin of high fidelity, Mr. Hogan recalled, probably came during a conversation he had in the early 1930's with Charles B. Jolliffe, then chief engineer of the FCC. "In those days one could not easily distinguish between the harp and the piano or the violin and the clarinet as heard over the usual home receiver," Mr. Hogan said. "I have forgotten the principal topic of our discussion, but I do remember expressing my opinion that the naturalness of radio broadcast sound was falling behind the quality that could be heard from records or at the movies and that I thought something should be done about it."

Dr. Jolliffe agreed, and in 1933 he proposed that three new channels be allocated to "experimental high fidelity broadcasting" stations. At that time the broadcast band ran from 550 kc to 1500 kc, comprising a series of 10 kc channels. The Jolliffe proposal was that the new channels be 20 kc in width, centered on 1530 kc, 1550 kc and 1570 kc, the 1500-1600 kc band being unassigned.

"The sound channel of my experimental television broadcasting station was then operating at 1550 kc," Mr. Hogan said. "At my request, and after a hearing in April 1934, we were relicensed as the first of several 'experimental high fidelity broadcasting stations.' We put out our first program on July 3, 1934, under the call letters W2XR, using a transmitter that was capable of 100% modulation at frequencies of 16,000 cycles or higher and with minimized harmonic distortion.

"I think that it is accurate to say that W2XR and WQXR proved that there actually existed a desire, on the part of average listeners, to hear more natural or more realistic sound reproduction. This has probably helped to improve the design of broadcast transmitters in the past 20 years, so that now the listeners can hear a wider range of frequencies with reduced harmonic distortion and intermodulation. Perhaps the broadcast transmitter designers would have reached that goal without the example of WQXR's technology, but in any event, we did not hold them back."

GOLDSMITH CITES ELECTRONICS' FUTURE

Winner of IRE's Founders Medal describes the widened scope of the radio engineer.

"THE SCOPE of the work of the radio engineer has widened to the entire universe and narrowed to the tiniest fragment of matter."

Truth of that statement, made by Dr. A. N. Goldsmith Wednesday evening in accepting the Founders Medal of the Institute of Radio Engineers (story page 93), was borne out during each day of the annual IRE convention, held in New York last Monday through Thursday with a record-breaking attendance of almost 40,000.

The more than 600 exhibits in the radio engineering show at Kingsbridge Armory ran the gamut of electronic products and components from digital computers to color tv sets and tubes; the 243 technical papers presented in the 51 sessions—held seven at a time in the armory, the Waldorf-Astoria and the Shelton—dealt with the use of ultrasonic vibrations to cure cancer and work in progress at the nation's atomic laboratories as well as with the latest developments in radio and tv broadcasting and reception and with scores of other facets of the "widened scope" of the modern radio engineer.

That is not to imply that the broadcasting engineers at the convention did not find plenty of professional interest, both among the papers and in the exhibits. Two sessions dealing with broadcast transmission systems were held Wednesday (story page 34) and other sessions covered the technical aspects of broadcast receivers. There were sessions on high fidelity (story above) and on antennas and propagation, concluding with a symposium on uhf television (story page 28).

"The communications and electronic field is an unusually interesting and humanly valuable one," Dr. Goldsmith said in his address at the IRE banquet at the Waldorf Wednesday. "Its past has enabled it to make great contributions both to the public welfare and to national defense. It has even greater and more inspiring future prospects.

"The role of electronics in industry will steadily widen. Manufacturing and production, handling, storing, retailing, accounting and billing will all draw heavily on electronics; mass communication to the home and to vehicles will expand until tomorrow's color television will be only the foreshadowing of some even more comprehensive system of the future.

"Electronics will be applied to home cooking, refrigeration, air conditioning, cleaning, advanced lighting and heating. And perhaps even acoustic silencing may be based on electronics. There is also a reasonable prospect that the atomic battery will evolve into a large-scale and highly effective electronic device both in the home and elsewhere.

From Home to Universe

"Jumping from the home to the universe, radio astronomy shows real promise of rivaling its optical predecessor in giving man detailed knowledge of the vast and amazing universe in which he finds himself. Perhaps radio astronomy will also serve ultimately as a means of interplanetary guidance and protection for the intrepid space travelers of a distant day.

"In a more mundane field, economic studies and other analyses of the ordered or random behavior of man will be carried out by elaborate computers, which might equally well be applied to the precise prediction of the weather —'a consummation devoutly to be wished.'

"It may be," Dr. Goldsmith stated, "that the greatest triumphs of electronics in a human sense will come in the field of medicine where electron microscopy and its successors, namely, exquisitely delicate and informative instrumentation, accurate diagnostic devices and appropriate methods of electronic physiotherapy may contribute greatly to the health, comfort and length of life of man."

Richards Cites Radio's Growth as News Medium

RADIO is developing in importance as a basic news medium, especially with newspaper mergers occurring more frequently, according to Robert K. Richards, NARTB administrative vice president. Addressing the Kentucky Broadcasters Assn. Tuesday, he said radio "has an opportunity, and an obligation, to be a voice of the poeple in order that all viewpoints may receive proper emphasis."

Citing U. S. Census estimates that in 1960 there will be 28 million more people in the nation than now, he said the growth will create new inventions, greater production, expanded buying power and a much larger radio ond tv audience. "All of this means more advertising," he said, "for smart business knows that inventiveness and productivity have outrun distribution in recent years—and that the catch-up formula requires new emphasis on advertising and selling."

Television is still experiencing changes as a service to the audience and to the advertiser, and thus to the nation's economy, he said, listing "technology of coverage" factors such as vhf and uhf, color and black-and-white.

Mr. Richards said broadcasting "has been tested thoroughly in war and won the acclaim of citizens and governments. It is now being tested in peace and our only weakness may be that we are so close to the antennas that we, as broadcasters, can't see the audience. The real challenge to broadcasting today is inherent in its quality of optimism—in the ruggedness of its management—and the faithfulness of its producers and sellers."

KBA adopted a resolution supporting NARTB's opposition to the FCC plan to levy specific fees on applications and grants (see story page 27). The association endorsed the administration of FCC Chairman Rosel H. Hyde and urged President Eisenhower to reappoint him when his one-year term expires.

Workshop Sessions Top AWRT Agenda

PRACTICAL workshop sessions covering ways to develop women's broadcasts as a source of revenue and audience-building will feature the third annual convention of American Women in Radio & Television, to be held April 22-25 at the Muehlbach Hotel, Kansas City. Agenda for the meeting was announced Thursday by Doris Corwith, NBC director of public affairs programs, AWRT president. Anne Hayes, KCMO Kansas City, is convention chairman with Edythe Messerand, New York, convention director.

Three Saturday morning workshops will be devoted to department store selling by radio-tv, merchandising and servicing accounts, and effective publicity and promotion. Moderator of the department store workshop will be Alice Friberg, WCYB Bristol, Va., with these participants: Virginia Beagle, Emery, Bird & Thayer Agency, Kansas City; Peter Lasker, manager of WLWD (TV) Dayton, Ohio, and Louise Wilson, WHAM-TV Rochester.

Dorothy Fuller, WBET Brockton, Mass., will moderate the merchandising panel aided by Florence Luedeke, WMBD Peoria, Ill.; Sandra Lea, WHB Kansas City, and Helen Neville, WGR Buffalo. Moderator of the publicity-promotion panel will be Elizabeth Marshall, WBEZ Chicago, aided by Marda Alexander, Chicago; Dorothy Sanders, WLWD, and Montez Tjaden, KWTV (TV) Oklahoma City.

NARTB President Harold E. Fellows will preside at a session on program sources. Panel participants will be Gladys Blair, Young & Rubicam, Chicago; Heloise Parker Broeg, WEEI Boston; E. K. Hartenbower, manager, KCMO Kansas City, and Mollie Martin, WBAL-TV Baltimore. FCC Comr. Frieda Hennock will address the convention. Alice K. Leopold, director, Women's Bureau, Dept. of Labor, will be keynote speaker at the opening meeting.

Barry Wood, executive producer for color coordination, NBC, will discuss progress of color video. The *McCall's* "Mike" awards will be presented at the annual AWRT dinner. Election of officers for two-year terms will be held.

A panel discussion, "The Common Denominator of Radio & Television," will be moderated by John Thornberry, WHB Kansas City. Participants will be Frank R. Smith, manager, WBVP Beaver Falls, Pa.; William Bates, manager, WDAF-TV Kansas City; Jayne Shannon, J. Walter Thompson Co., New York, and Esther Van Wagoner Tufty, NBC Washington.

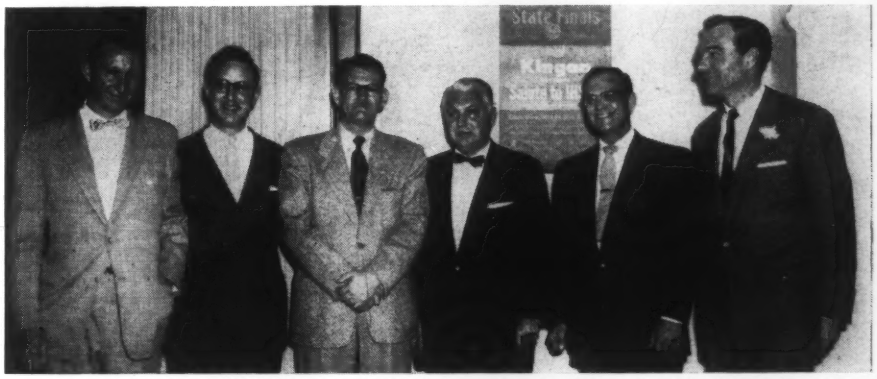
10 Speakers Set For Ohio Meeting

THE SPRING meeting of the Ohio Assn. of Radio & Television Broadcasters Tuesday (tomorrow) and the BMI Clinic Wednesday at the Mansfield-Leland Hotel, Mansfield, will feature a total of 10 speakers, it was announced last week.

The OARTB luncheon speaker will be Rep. William A. Saxbe, speaker of the Ohio House of Representatives, on the Ohio 1953 legislative session. Afternoon speakers will be Herbert E. Evans, vice president of Peoples Broadcasting Co., Columbus, on "Human Relations in Broadcasting"; Lansing Lindquist, radio-tv director, Ketchum, MacLeod & Grove, Pittsburgh, on "Special Events in Radio and Television Broadcasting"; Ralph W. Hardy, NARTB vice president, on "Washington Problems of the Broadcaster"; Carlton Dargusch Jr., OARTB counsel, on proposed legislation for the 1955 General Assembly.

OARTB and BMI will hold a cocktail party and banquet at the Westbrook Country Club.

The BMI Wednesday session will feature Mengie Shulman, general manager, VOCM St. Johns, Nfld.; George Marti, president, KCLE Cleburne, Tex.; Arthur C. Schofield, promotion manager, Storer Broadcasting Co., New York; Byron Taggart, promotion manager, WKRC Cincinnati, and Easter Straker, program director, WIMA Lima.



OFFICERS of the Indiana Broadcasters meeting (l to r): Roy Hickox, WLRP New Albany, assistant secretary; Carl Vandagrift, WOWO Fort Wayne, director; F. R. Householder, WJVA South Bend, director; C. Bruce McConnell, WISH Indianapolis, new IBA president; Joe Edwards, WFML (FM) Washington, fm vice president; Dee Coe, WWCA Gary, retiring president and director.

Ad Council Re-elects Stanton, Witting to Board

DR. FRANK STANTON, CBS president, and Chris J. Witting, president of Westinghouse Broadcasting Co., have been re-elected to three-year terms on the board of directors of The Advertising Council. Dr. Stanton serves as a director-at-large, Mr. Witting as a representative of television. Other radio-tv representatives on the board include Sylvester L. (Pat) Weaver Jr., president of NBC, who was named as a tv representative, and Thomas F. O'Neil, president of Mutual, as a radio representative [B•T, March 22].

McConnell Named to Head Indiana Broadcasters Assn.

C. BRUCE McCONNELL, WISH Indianapolis, was elected president of the Indiana Broadcasters Assn. at its March 19 meeting in Indianapolis. Fifty-three stations were represented at the meeting.

W. F. Rippetoe, WBOW Terre Haute, was elected radio vice president; Don Burton, WLBC Muncie, tv vice president, and Joe Edwards, WFML (FM) Washington, fm vice president. Other officers elected were Lester G. Spencer, WKBV Richmond, secretary-treasurer; Roy Hickox, WLRP Richmond, assistant secretary, and William C. Fowler, WBAT Marion, assistant treasurer.

Directors are Carl Vandagrift, WOWO Fort Wayne; Robert D. Enoch, WXLW Indianapolis; John A. Engelbrecht, WIKY Evansville; Robert Lemon, WTTV (TV) Bloomington; F. R. Householder, WJVA South Bend, and Dee Coe, WWCA Gary, retiring president.

Principal topic of discussion, aside from general broadcast problems, was the half-hour salute to the Indiana High School Athletic Assn. sponsored by Kingan Co. on 54 of the state's 57 stations. The program preceded the final basketball tournament contest.

Retiring NARTB Board Chmn. to Be Feted at Farewell Dinner

Top industry and government figures to honor Judge Justin Miller next Wednesday.

TRIBUTE to Judge Justin Miller upon his retirement as NARTB chairman of the board and general counsel will be paid by 600 industry figures and persons prominent in the nation's political life at a dinner Wednesday evening at the Mayflower Hotel, Washington.

BMI will host a 6:30 p.m. reception preceding the dinner, and will provide entertainment. Judge Miller retires at the same time as BMI board chairman. Talent for the entertainment includes an orchestra directed by Dino Corteal; Marguerite Piazza, soprano, and Ruggierio Ricci, violinist.

G. Richard Shafto, WIS Columbia, S. C., a member of the committee that selected Judge Miller in 1945 to be president of the old NAB, will preside at the tribute to the retiring chairman. A gift is to be presented.

Distinguished guests will include Justices Robert H. Jackson, Tom C. Clark and Sherman Minton, U. S. Supreme Court; Rosel H. Hyde, FCC chairman; Judge Bolitha Laws, chief justice, U. S. District Court, D. C.; Harold E. Fellows, NARTB president; Arthur B. Church, KMBC Kansas City; Carl Haverlin, president of BMI, and Frederic R. Gamble, president of American Assn. of Advertising Agencies.

A scroll will be presented Judge Miller on behalf of 40 alumni of Duke U. Law School. Vice President Richard M. Nixon, a former law student while Judge Miller was dean at Duke, will make the presentation, assisted by Frank U. Fletcher, Washington radio attorney, president of the Duke Law School Alumni Assn. of D. C.

Among guests from official life will be Ambassador of Belgium and Mrs. Silvercruys; Sen. Thomas H. Kuchel (R-Calif.); Sen. Paul H. Douglas (D-Ill.); Sen. Homer E. Capehart (R-Ind.); Sen. William E. Jenner (R-Ind.); Sen. Andrew F. Schoeppel (R-Kan.); Sen. Frank Carlson (R-Kan.); Sen. Earl C. Clements (D-Ky.); Sen. John Sherman Cooper (R-Ky.); Sen. Allen J. Ellender Sr. (D-La.); Sen. Russell B. Long (D-La.); Sen. Charles E. Potter (R-Mich.); Sen. John W. Bricker (R-Ohio); Sen. Guy Cordon (R-Ore.); Sen. A. Willis Robertson (D-Va.); Sen. Edwin C. Johnson (D-Colo.); Rep. Charles A. Wolverton (R-N. J.); Vincent Welch, president, Federal Communications Bar Assn.; Theodore Streibert, director, U. S. Information Agency; FCC Comrs. Edward M. Webster, George E. Sterling, Frieda B. Hennock, Robert T. Bartley, John C. Doerfer and Robert E. Lee.

John Blair & Co

Cand Spot Radio

CELEBRATE!

[BLAIR, *a 21st birthday on April 1st*

[SPOT RADIO, *its biggest year in history*

Despite all the talk that radio was done — finished—nearly dead, John Blair & Company and Spot Radio have grown each year since TV because they believed in each other. John Blair & Company foresaw three revolutions in radio — and prepared their stations by *encouraging* the new trends. For instance:

THE TIME BUYING PATTERN CHANGED — to concentrate upon local personalities whose salesmanship hits and hits hard the local markets in their areas.

LOCAL PROGRAMMING CHANGED — to accent the local approach, *again* making use of the little known, but great new selling force, the local personality.

AND LISTENING HABITS CHANGED—because radio now is not the sole living room feature attraction but the even more personal side kick which is in the kitchens, bedrooms, dining rooms, garages, cars, cellars and carried around by Americans all over the country.

Because John Blair & Company foresaw and encouraged these revolutions they supplied Blair salesmen with the right tools to sell their stations to advertisers on the basis of their now confirmed theory that Spot Radio is very much alive — particularly if the advertiser recognizes the power and acceptance of strong local station personalities.

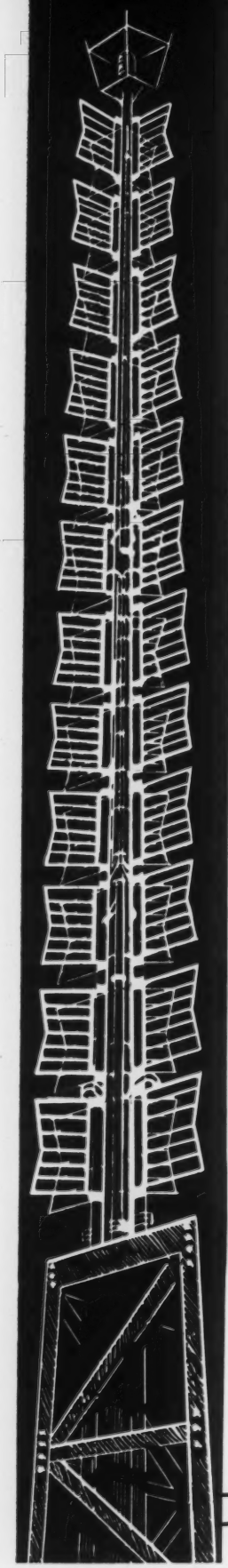
John Blair & Company and Spot Radio will go on to celebrate many more birthdays — together and profitably—because Spot Radio will continue to increase in importance as one of the nation's most effective advertising mediums, as long as those in the business have confidence in it.

21ST ANNIVERSARY YEAR

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO • ST. LOUIS
DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES



NOW!

you can BUY

CHATTANOOGA

Cover the Heart of the Tennessee Valley with
WDEF-TV Chattanooga's **FIRST** TV Station.

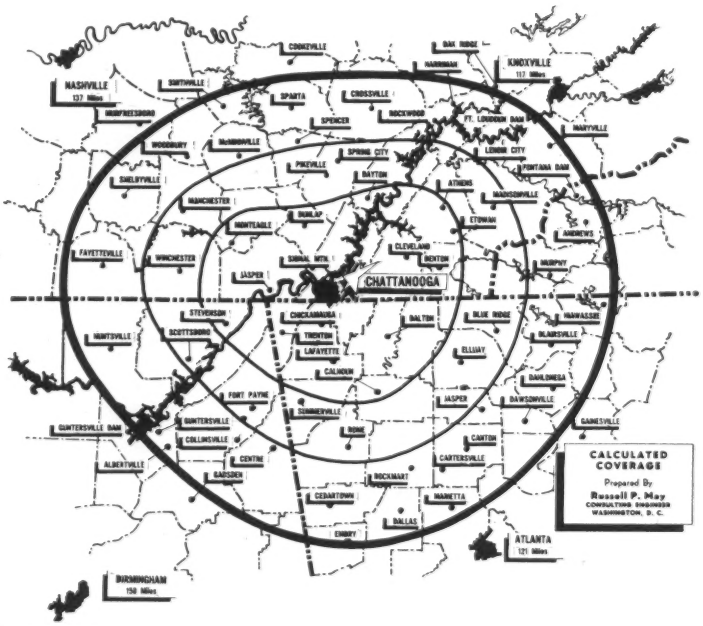
79th
MARKET in the NATION

60,000 Sets*

*A.C. Nielson Survey
for C.B.S. Nov. 1, 1953

Population . . . 807,200
Households . . . 216,500
Income . . $837,833,000
Ret. Sales . $573,994,000

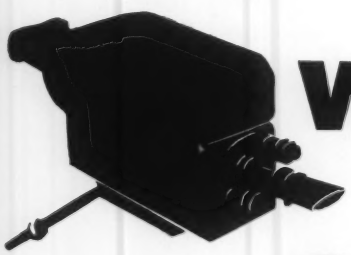
(SRDS Consumer Markets.
A & B contour area).



INTERCONNECTED
NBC

105,200 Watts
VHF

Contact
THE BRANHAM COMPANY



WDEF-TV
CHATTANOOGA
channel 12

OFFICES & STUDIOS, VOLUNTEER BLDG. • TOWER & TRANSMITTER, SIGNAL MT.

CARTER M. PARHAM, President • HAROLD E. ANDERSON, Television Manager

Tennessee Broadcasters Push Sales Promotion

SALES promotion project designed to stimulate use of the broadcast medium has been ordered by the Tennessee Assn. of Broadcasters, which met Monday at Nashville. Earl W. Winger, WDOD Chattanooga, presided. Over 90 delegates attended the meeting, as well as a BMI clinic.

TAB voted to set up a station committee to exchange information on promotion, sales, success stories and similar facts "for futherance of radio broadcasting and publicizing the success of radio." Next TAB convention will be held in the autumn at Chattanooga. A legislative committee will be formed.

Resolution was adopted condemning the imposition of FCC fees for routine commission filings and permits. The resolution said the plan "is definitely not in the public interest."

At the BMI clinic John H. Cleghorn, WHBQ Memphis, said "the glory days of radio are gone," and urged broadcasters to step up their promotion. Johnny Comas, WSJS Winston-Salem, N. C., said radio, selling only sound, should provide "a harmonious flow of sound that does more than just fill time. Sound should be used to create pictures in the minds of listeners."

William Holm, WLPO LaSalle, Ill., urged development of local and regional news. Edward C. Obrist, WNHC New Haven, said stations should use "various voices instead of the same voice over and over again."

Bidding for NCAA Tv Slated at April Meet

NCAA's Tv Committee will meet in New York April 20-22 to hear bids for its controlled football tv package this fall. The committee approved a general overall plan for restricted football telecasts at a meeting in Kansas City March 20-21, but declined to reveal specific details last week.

The package is expected to be mailed to NCAA membership today (Monday) or Tuesday, and members must register their approval by midnight April 9. Two-thirds approval is required to render the plan operative under NCAA referendum procedures.

Advertisers and their agencies will be invited to submit their bids at the New York sessions, Walter Byers, NCAA executive director, told B•T Wednesday. But he declined to comment on any aspect of the plan, which was understood to include two "experiments" not provided in the 1953 blueprint.

The changes were said to permit the sponsor to choose "the game of the week" as late as the Sunday or Monday immediately preceding the actual telecast date, and to allow schools or conferences in four zones to sell local games for televising on a sectional basis a few Saturdays during the football season [B•T, March 22].

Duncan to Keep RTES Post

WALTER I. DUNCAN will not relinquish his chairmanship of the Listening Post (employment) committee of Radio & Television Executives Society when he leaves MBS April 1 to join WHCU Ithaca, N. Y., as national sales manager [AT DEADLINE, March 22], he said last week. He expects to be in New York frequently and will attend at least every other Thursday night interview session of the group he has sparkplugged into one of the most successful RTES activities.

FOX GETS RIGHTS TO PAY-SEE SYSTEM

Skiatron's 'Subscriber - Vision' system assigned to Matthew Fox. Plans are being drafted for FCC permission to start operation on commercial basis immediately.

ACQUISITION by Matthew Fox, board chairman, Motion Pictures for Television, of exclusive U. S. and world-wide rights to Skiatron "Subscriber-Vision" television system was announced last week along with plans to petition FCC for permission to start commercial operations immediately.

The agreement signed by Mr. Fox and Arthur Levey, president of the Skiatron Electric and Television Corp., which holds the basic patent rights, assigns to Mr. Fox the rights for manufacture, operations, licensing and financing of the Skiatron system. Mr. Fox has formed an operational company to be known as the Skiatron TV Corp., with himself as board chairman and president, and with Mr. Levey representing the development company on the board.

"Our first step will be to file application before FCC for permission to start operating Skiatron immediately on a commercial basis," Mr. Fox said. "Our lawyers are now working on the application papers and we should be ready to file within 60 days."

Mr. Fox said that the type of attractions to be offered by the company will include Broadway shows, first-run motion pictures yet unreleased, sports events, grand opera, and other specialized events "beyond the economic reach of industrial and network sponsors."

Mr. Fox contended there is "a ready-made audience willing to 'pay-as-it-sees' for better things in entertainment and sports," and said that Skiatron will "supplement, not detract, from regular television."

The Skiatron system provides a "scrambler" device for television broadcasts at the station, permitting the program to be viewed at home only by subscribers. The "unscrambling" in the home is accomplished by insertion of a small card by pressing one button in a home-set attachment. The system has undergone three years of experimentation and public demonstrations, conducted over WOR-TV New York.

ATTENDANCE UP AT BMI CLINICS

ATTENDANCE at this year's BMI program clinics is running ahead of last year, with about 30% of those present attending their first clinic, it was indicated last week after meetings in Montgomery, Nashville, Atlanta, Louisville, Orlando and Huntington, W. Va.

"Rural and City Audiences Are Not So Far Apart After All" was the title of a talk by Blaine Cornwell, program director of KWFT Wichita Falls, Tex., to the Montgomery clinic Monday, the Atlanta meeting Wednesday and the Orlando session Friday. Charles R. Maillet, general manager of WWOD Lynchburg, Va., discussed the audience-building qualities of personality programming in talks to these clinics.

Walter H. Flint Jr., program director of WGPC Albany, Ga., emphasized that "Good Music Is Good Business" in an address to the Atlanta BMI session. Richard B. Biddle, president and general manager of WOWL Florence, Ala., addressed the Montgomery BMI clinic on "Build Every Program With a Sponsor in Mind."

Bill Holm, general manager of WLPO LaSalle, Ill., addressed the clinics in Nashville on Monday, Louisville on Wednesday and Huntington on Friday in a talk titled "News Hits Hardest—Close to Home."

John Cleghorn, general manager of WHBQ Memphis discussed "Using Programs to Promote Your Station" in a talk to the Nashville clinic.

The Richmond, Va., clinic March 19 heard an address by Barbara Harding Zimmerman, program director of WMVA Martinsville, Va., titled "Is Your Traffic System Informative?" Tom Hoover, general manager of KTIL Tillamook, Ore., spoke to the Portland, Ore., clinic March 19 on "A Radio Station's Citizenship."

Singer Sues for $2 Million

SUIT for total of $2 million damages has been filed in Los Angeles Superior Court against RCA and musical composer-conductor Walter Schumann by Roberta Linn, recording artist and star of KTLA (TV) Hollywood *Cafe Continental.* Asking $1 million from each defendant, plaintiff charges on Dec. 30 she recorded the song, "Haunted House," under an oral agreement stipulating that her name would appear on the record labels. Complaint, filed March 18 through Hollywood attorney Floyd H. Schenk Jr., asserts that some 25,000 records have been released, none of which lists the plaintiff's name, and estimates an eventual total of 500,000 records.

McCaffrey Goes Independent

JOSEPH F. McCAFFREY, MBS Washington news correspondent, has resigned to form McCaffrey Reports. Mr. McCaffrey, who covered Capitol Hill for MBS' *Reporter's Roundup* and the *Mutual Newsreel of the Air,* is succeeded by Wallace Fanning of MBS Washington.

M. M. Garrison Dies; Consulting Engineer

MILLARD M. GARRISON, 49, consulting engineer, died last Thursday from a heart attack suffered at his Washington, D. C., home. He was a partner in the firm of Page, Creutz, Garrison and Waldschmitt.

Mr. Garrison had been told by a physician a week prior to his death to cut down his work load for a while because he had felt considerable fatigue. He had planned to attend the Thursday-Friday RCA color set clinic at Bloomington, Ind.

Born Nov. 14, 1904, he studied electrical engineering at the U. of Minnesota where he was chief engineer of WLB. During summers he served as a draftsman for the Bureau of Lighthouses, Detroit, and was a pioneer designer of ship and aircraft radio gear. From 1931-42 he was a senior radio engineer with the firm of Jansky & Bailey. During the war he was contract engineer at the Navy Bureau of Aeronautics, designing radar equipment and becoming director of the Radar Identification Section.

After leaving the Navy, with the rank of captain, he returned to consulting practice with the firm of Chambers & Garrison, joining the firm of Page, Creutz, Garrison and Waldschmitt in 1950.

Surviving are his wife and two sons. Funeral services will be held today (Monday), 1 p.m., at the Fort Myer Chapel.

CLARKSBURG NEWSPAPER PUBLISHER HITS TELEVISION GRANT THERE, CITES INJURY

In precedent-setting case, Publisher Highland has asked the Commission to make his firm a party in interest to the ch. 12 permit of Ohio Valley Broadcasting Co. and requests Sec. 309(c) hearing.

IN THE FIRST case of its kind, a Sec. 309(c) economic protest was filed with FCC last week by a newspaper firm against a new television station grant in the same city.

Clarksburg Pub. Co., publisher of the *Exponent* and *Telegram*, the only daily papers in Clarksburg, W. Va., protested the Commission's Feb. 17 grant of ch. 12 to Ohio Valley Broadcasting Corp., licensee of WBLK there.

Publisher Cecil B. Highland Sr. reportedly has carried on a long-time fight against radio, refuses to carry program logs or allow mention of radio or radio people in either the news or advertising columns and during the past year has opposed establishment of local community-cable service to bring in out-of-town television stations.

Two novel points are put in issue in the protest petition: (1) Is a newspaper, under Sec. 309(c) of the Communications Act, a "party in interest" with right to protest a tv grant; and (2) can the multiple-ownership rule be invoked if WBLK-TV's local service area already is receiving community-cable tv service from WTRF-TV Wheeling, under common ownership with WBLK-TV?

Clarksburg Pub. Co. says yes in its detailed petition to the Commission, prepared by Clarksburg attorneys Cecil B. Highland Jr. and John S. Stump Jr., with former FCC General Counsel Benedict P. Cottone, Washington, as advisory counsel.

Clarksburg Pub. Co. contended it would be injured economically through competition with the tv station for both local and national advertising. It argued it must meet in this competition the combined influences of the WBLK-TV ownership's other interests in the radio, tv and newspaper fields.

Grantee's Holdings

Ohio Valley Broadcasting is chiefly owned by News Pub. Co., publisher of more than a dozen newspapers in West Virginia and which acquired 34% interest in WTRF-TV Wheeling in the merger of competing applicants resulting in that ch. 7 grant. Ohio Valley also is licensee of WPAR Parkersburg, W. Va.

Clarksburg Publishing attacked, on procedural grounds, the Commission's Feb. 17 grant to WBLK-TV, which occurred when a competing bid by WPDX Clarksburg was dismissed at or about the close of FCC business on Feb. 16 after agreement for reimbursement of WPDX's expenses in the amount of $14,390. The petitioner held the public was entitled to notice of the withdrawal action before FCC acted to grant the surviving bid. It also questioned the amount of reimbursement and held an itemized accounting should have been made.

The protestant argued the grant to WBLK-TV would result in a concentration of control of the mass media of communication in that portion of West Virginia where News Pub. Co. operates, in effect supporting the dissent of Comr. Frieda B. Hennock to the WBLK-TV grant on the same grounds [B•T, Feb. 22].

Explaining the economic injury alleged, Clarksburg Publishing contended it would be "in direct competition" with WBLK-TV "for a commodity limited in amount and fugitive in character: the advertisers' dollars. It has been the experience of petitioner's agents that most advertisers, whether local or national, operate on a rather definitely fixed advertising budget and that the competition among the various media available for advertising is keen and constant. A decision to advertise in one medium results in a decrease of gross revenues available to other media; the same advertising dollar cannot be spent twice."

Clarksburg Publishing cited the Sanders Bros. case and the Music Broadcasting Co. case as legal precedent for support of its claim to "party in interest" under Sec. 309(c). In the latter proceeding, FCC first turned down a protest by a radio station against a new tv grant, that of WGRD Grand Rapids against ch. 35 WTVM (TV) Muskegon. But WGRD went to court and FCC was advised by the Justice Dept. that it could not support the Commission's defense.

FCC designated the protest for hearing and an examiner has issued an initial decision to deny the WGRD complaint.

At the time Justice Dept. indicated there appeared to be grounds for a radio station to claim legal right under Sec. 309(c) in protesting a tv grant, there was speculation that non-broadcast entities such as newspapers or theatres also could protest.

A secondary injury claimed in the Clarksburg protest was loss of circulation. "Petitioner is informed and believes that experience has shown that the advent of television has resulted in a decrease in the circulation and attractiveness of the press. It is certainly a fact that in the areas reached by WTRF-TV, the television station controlled by the interests who control applicant Ohio Valley Broadcasting Corp., the initiation of broadcasts by that station has been accompanied by a definite drop in subscriptions to the Clarksburg newspapers."

Explaining its competition involves more than "just one television station," Clarksburg Publishing contended "it is impossible to disregard the fact that those who control applicant Ohio Valley" have other radio-tv interests and "also control all daily newspapers published in nine cities of West Virginia. . . . There are daily newspapers published in only 21 towns and cities in West Virginia, so that applicant's owners already control the press in a substantial part of the state; only nine of these 21 cities have more than one daily newspaper and applicant's owners control both papers in three of these nine cities in which it operates."

'Community Cable Systems'

Petitioner argued that "the Wheeling television station is currently present in the Clarksburg market, not only by direct reception of a so-called grade B signal, but also by reception of a signal of grade A quality by means of existing community cable systems. If the application of Ohio Valley is granted, two television stations having substantial common ownership will be effectively operating in Clarksburg and in surrounding areas in which petitioner does business."

This "overlap" of Wheeling and Clarksburg stations via the community-cable systems was held to violate Sec. 3.636 of the Commission's rules, the multiple-ownership ban. The petition also noted that the grade A contours of WTRF-TV and WBLK-TV are tangent, but would have substantially overlapped had WBLK-TV been granted the power it originally requested and had not amended to specify a lower power.

The community cable systems cited by petitioner were Stealey Television Co. which has "confined its operations to a single residential area" of Clarksburg and Clarksburg Television Cable Corp. which has "more than 2,500 subscribers in all parts of the city."

Time magazine's Feb. 2, 1953, issue described Publisher Highland in part as follows:

In Clarksburg, W. Va. (population 32,000) where the morning *Exponent* (circulation 15,381) and evening *Telegram* (circulation 24,729) have been the only papers in town for 50 years, Publisher Cecil B. Highland, 76, rules with an iron hand.

IT'S GREAT to have a granddaddy who's an engineer and an FCC commissioner to boot. That's Margaret Sterling Jabine's feeling as grandfather FCC Comr. George E. Sterling presents her with her very own tubeless radio receiver, with headphones, for her third birthday. Comr. Sterling made the set with transistors and spare parts he found lying around his ham "shack" in one evening of work. It is powered with two flashlight batteries, generating about three volts. "It's foolproof and shockproof, and it can't hurt Margaret," the doting grandfather said. Shown here at the presentation ceremonies in Baltimore are Comr. Sterling's daughter, Mrs. William Jabine, Comr. Sterling, and Margaret.

Excise Relief Fails

AN ELEVENTH hour bid in the Senate Thursday by Illinois' Paul Douglas (D) to amend the Federal excise tax bill so as to reduce the 10% levy at the manufacturing level on radio and tv sets to 5%, was voted down by a 64 to 23 vote. Chairman Eugene Millikin (R-Colo.) of the Senate Finance Committee opposed the Douglas amendment. Sen. Homer E. Capehart (R-Ind.) was in favor of the cut and said that by voting it down the Senate was deliberately blocking the making of sales "which means throwing people out of work." Sen. Douglas frequently referred to Glen McDaniel, Radio Electronics-Tv Mfrs. Assn. president, who testified before the Finance group a fortnight ago [B•T, March 22]. Sen. Douglas said radio-tv set sales were down about 40% and about 12,000 workers or some 25% of the industry's working force had been laid off. Sen. Millikin said many people are not buying tv sets because they are waiting for color.

On the right track!

Since the John E. Pearson Co. first hung out its shingle as a station representative, it's been noted as a unique and hard-to-duplicate firm.

Perhaps you'll say, "That's quite a mouthful: I thought all station representatives were the same."

Well, the John E. Pearson customers don't and we think that's why they have been with us year in and year out for many, many years.

Why this devotion? Why this strong tie?

We assure you it's not philanthropy.

The John E. Pearson people sell arm in arm with the station managers. Each JEPCO man knows his station manager's personality, problems and area as intimately as you know your family's living room. That's *teamwork.*

The John E. Pearson Co. *pioneers* for the future as well as the present. It doesn't believe in "flash" sales—here-today, gone-tomorrow contracts. When John E. Pearson makes a sale it sticks. That sort of thing builds faith, trust, confidence and greater and greater business for JEPCO and its clients.

JEPCO is as alert as a radar post when it comes to on-the-spot, vital, sales-producing news that concerns its clients. Its highly confidential "Radio News Flashes" bulletins prove that. Written crisply, packed with profit-making data and sent with telegraphic speed, they perform a service that keeps clients' cash registers clinking happily.

John E. Pearson representatives are as *local* as the Main Street barber pole.

JEPCO's close to its clients. Its clients are close to JEPCO.

Day in and day out, year after year, JEPCO's selling the so-called "hard-to-sell." The results seem to prove that it's on the right track.

. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

Local citizens who displease Highland are banned from his papers, even though some hold public office. He has fought daylight saving time, a public sewage-disposal project, and turned down ads for a community project to raise money for the widow of a local hero who had tried to save three boys from drowning.

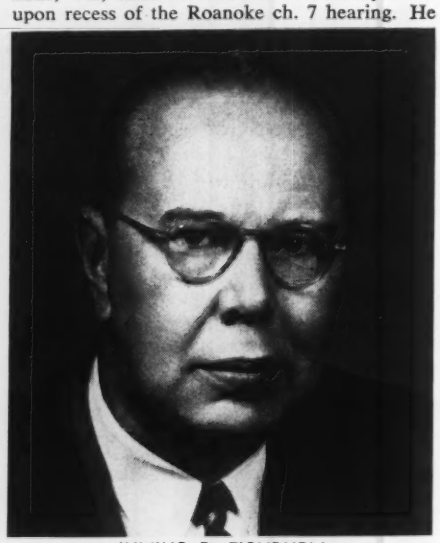
By his own peculiar rules of non-partisanship, the *Exponent* is Democratic, the *Telegram*, Republican, and during campaigns each prints only the briefest news about the party it opposes. On the day that Harry Truman whistle-stopped at Clarksburg, the *Exponent* carried not a word about it.

One of Publisher Highland's oldest and bitterest fights is against radio. He bans all program listings, even censors ads that mention radio or have anything to do with it. Lately, however, Publisher Highland has brought his papers up-to-date in at least one respect: He has turned his fury away from radio and concentrated it on television. The switch came about five months ago when Manhattan financier, John Hay ("Jock") Whitney's investment company decided to put up money (about $250,000) for a coaxial cable into Clarksburg to bring the town television programs. One paper reported that "strangers" and "outsiders" wanted to string "dangerous" overhead lines into town.

"Danger to Life, Property Could Come from Cable," said a headline in the *Telegram* over a story suggesting that tv cables could kill children and burn Clarksburg homes.

TV HEARING STRAIN FATAL TO FISHBURN

TENSION of competitive television hearings before FCC took its toll once again last week as Junius Parker Fishburn, 58, president of Times-World Corp., operator of WDBJ Roanoke, Va., suffered a stroke Wednesday noon upon recess of the Roanoke ch. 7 hearing. He



JUNIUS P. FISHBURN

died of cerebral hemorrhage later that afternoon at Washington's Emergency Hospital.

Funeral services were scheduled for last Saturday in Roanoke.

Mr. Fishburn had been in daily attendance at the hearing since it began March 16 before Examiner J. D. Bond. WDBJ's competition is WROV Roanoke, which turned in its ch. 27 permit last year for WROV-TV in order to compete for the vhf assignment.

Mr. Fishburn testified at length a fortnight ago. He took the stand briefly Wednesday morning for rebuttal testimony. Most of those present did not notice anything unusual until the recess, when the stroke was evidenced. Mr. Fishburn collapsed just after he was assisted from the hearing room by *Times and World-News* General Manager Shields Johnson. He was rushed to the hospital by ambulance and died a few hours later.

Two other deaths have occurred since the comparative tv hearings began. In early 1953, Norman (Hap) Webster, chief engineer for McClatchy Broadcasting Co., died in a Baltimore hospital after suffering a heart attack. He had been appearing in the Sacramento ch. 10 case.

About that time, Philip L. Jackson, 59, editor and publisher of the *Portland* (Ore.) *Journal* and president of KPOJ Portland, died of a heart attack at home in Portland. He had appeared in the Portland ch. 12 case as chairman of tv applicant Columbia Empire Telecasters Inc. It was reported he took pills for a heart condition while on the witness stand.

During the Denver ch. 4 hearing, KMYR co-owner A. G. Meyer, 53, suffered a heart seizure that put him in a Washington hospital for four weeks. He then was moved to his home in Denver to convalesce.

Physical exhaustion of hearing participants also has been noticed. John Hamlyn, general counsel for the McClatchy newspaper and radio properties, spent a week in the hospital early last year to recover his strength. Other lawyers and engineers have had to take time out to regain their health.

Times-World Vice President in '18

Born in Roanoke, Mr. Fishburn became vice president of the Times-World Corp. in 1918 after World War I service in the Navy. He later became assistant treasurer and in 1921 he was in charge of the editorial department and later named president of the corporation.

At the time of his death, Mr. Fishburn was director of the Norfolk & Western Railway and chairman of the board's executive committee. He also was director of Chesapeake & Potomac Telephone Co., Old Dominion Fire Insurance Co. and First National Exchange Bank of Roanoke.

Surviving are his 88-year-old father; his wife, Katherine, who was with him in Washington at the time of his death; and two children, Mrs. George H. Fulton Jr. and Robert Nelson Fishburn.

Rep. St. George Describes Her Bill As 'Very Mild'

A CONGRESSWOMAN testified Monday that she had made her anti-*Strike It Rich* bill (HR 8196) "very mild" so that it "would not be obnoxious to radio and television people."

Rep. Katherine St. George (R-N. Y.) supported her measure before the House Interstate & Foreign Commerce Committee.

The proposed legislation would require station licensees to investigate persons and organizations on whose behalf contributions are solicited on radio and tv programs [B•T, March 8, Feb. 22].

The St. George bill was introduced as an aftermath to a furor set off in New York City by Welfare Commissioner Henry L. McCarthy who branded the *Strike It Rich* program a "national disgrace" and said the show needed a license from his office to operate [B•T, Feb. 8]. He claimed people had been attracted to New York in hopes of getting "easy money" on the show but had wound up on relief.

This viewpoint was reiterated by the Congresswoman before the House committee. She said the bill "would be a start in the right direction" as it would require FCC to make the licensee investigate all people or organizations appearing on the air.

In answer to Rep. Joseph P. O'Hara (R-Minn.) who questioned possible censorship in such a bill, the Congresswoman said she could not see how censorship could be involved since the legislation only asks stations to be responsible for who appears and what is solicited over their facilities.

Rep. St. George asserted if the *Strike It Rich* program "is conducting the kind of operation they tell me they are conducting" then they have "no worry . . . they will never be affected."

Committee member F. Ertel Carlyle (D-N. C.) asked about the industry's tv code and if this voluntary policing would take care of the situation. Noting that stations need not go along with the code, Rep. St. George said, anyway, she didn't think the code covered the particular situation she was trying to correct.

Springer's Viewpoint

Rep. William L. Springer (R-Ill.) said he thought the committee ought to investigate this phase of radio-tv operation. He said that if programs or stations were exploiting needy people to build up a listening audience he would go beyond the St. George bill and prohibit this type of programming on the airwaves.

Rep. St. George agreed with the program description of Rep. James I. Dolliver (R-Iowa) that the situation has "developed to a point where the family or individual who can develop the biggest sob story gets the air."

The Congresswoman also attacked the appearance of members of the armed forces on such programs asking for help and citing need for money. She said this was bad for morale and does not give a "good impression of the armed forces."

Rep. St. George explained her bill as (actual quote paraphrased): . . . to give more power to FCC to see that licensees do at least investigate some of their cases and that they don't solicit indiscriminately and then throw these people out on the general public as has been happening, notably in the state of New York. If a station (or program) is conducting a "legitimate business and a responsible business" it need not fear the import of the bill.

She also said that already as a result of her measure some programs, notably the *Strike It Rich* show, were investigating people.

A New York state committee investigating fraudulent charities has given the program a clean bill of health [B•T, March 8].

Hyde Heads U.S. Group At Parley With Mexico

FCC Chairman Rosel H. Hyde and Carlos Nunez of the Mexican Ministry of Communications & Public Works will head the delegations of their respective countries today (Monday) at a State Dept. meeting looking toward continuation of the 1946 *modus vivendi* extending engineering procedures of the 1937 North American Regional Broadcasting Agreement [B•T, March 22]. The U. S. delegation will include others from FCC and State Dept., the latter announced last week.

"The primary purpose of the meeting will be to negotiate an interim agreement on standard band broadcasting which could serve as a *modus vivendi* between the two governments until such time as a more definitive bilateral agreement can be concluded and brought into force," State Dept. said, explaining that "at the request of Mexico, the U. S. had agreed to send a delegation to Mexico, probably this fall, to negotiate the more definitive bilaterial agreement."

Mexico was not party to NARBA 1950, which awaits U. S. Senate confirmation.

Come and Get it!

Michigan's Golden Triangle

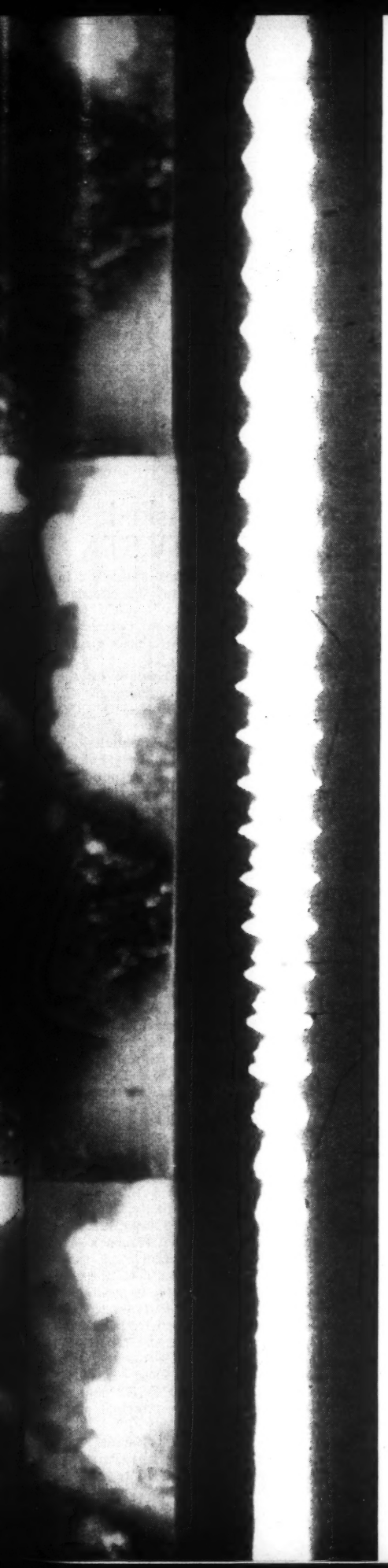
77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH	WKHM	WKMF
DEARBORN	JACKSON	FLINT
5000 Watts (1000 WATTS — NIGHTS)	1000 Watts	1000 Watts



Something's happening

And this newsclip of French soldiers bringing in Vietminh prisoners is just a split second of the story.

For Newsfilm—a service of CBS Television for *all* stations—covers all the news that happens every 24 hours... then supplies stations with the 12 most dramatic minutes.

With Newsfilm, something long needed is happening in station news programming.

It's a service that stations told us they wanted... prepared wholly *for stations* by a staff which knows and keeps up with station needs...superior technically... adaptable as many ways as there are news shows... and above all, *custom-shipped* to arrive on time.

And it's happening on more and more stations all the time. It can happen on yours.

For details on Newsfilm, just call your CBS Television Film Sales representative in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas or San Francisco. Distributor in Canada is S. W. Caldwell Ltd., Toronto.

CBS TELEVISION FILM SALES *also distributors of the following: Amos 'n' Andy, Crown Theatre with Gloria Swanson, The Gene Autry Show, Art Linkletter and the Kids, Files of Jeffrey Jones, The Range Rider, Holiday in Paris, Cases of Eddie Drake, Strange Adventure, Hollywood on the Line, Annie Oakley, Eye on the World and Varsity U.S.A.*

WBC WANTS YEAR IN RULES COMPLIANCE

Westinghouse says it will take that long before directors can dispose of other interests under interpretation of FCC's multiple ownership rules.

WESTINGHOUSE Broadcasting Co. petitioned FCC last week to specify that the "reasonable period of time" afforded by the Commission to comply with the new interpretation of the multiple ownership rules be extended to April 1, 1955.

WBC indicated it will take that long for two of three directors of parent Westinghouse Electric Corp. to dispose of their other radio-tv interests and requested that the preferred stockholding of the third director in another tv firm be allowed.

Last November, FCC revised its multiple ownership rules so as to specify that a single entity shall not hold interest in more than five tv, seven am and seven fm stations [B•T, Nov. 30, 1953]. The Commission also issued show-cause orders to CBS and J. Elroy McCaw to bring their multiple radio-tv holdings within the new limitations. Storer Broadcasting Co. took the rules to court in an appeal.

Soon after the new rules became effective, WBC on its own asked the Commission if the revisions would be applicable to three of 20 directors of parent Westinghouse Electric, none of which three took part in any phase of the Westinghouse radio-tv management or direction. FCC ruled the "other interests" of the three directors violated the new rules and refused to reconsider the rules, but granted WBC a "reasonable" time to comply [B•T, Feb. 22, 15].

Comr. John C. Doerfer dissented, citing the majority's ruling as extreme, while Comr. George E. Sterling voted to defer action pending study of other comparable situations.

Directors Involved

The three Westinghouse Electric directors involved are John L. Hall, John M. Schiff and Dillon Anderson. The petition reported that Mr. Hall on March 16 resigned as director and vice president of Boston Herald-Traveler Corp., which controls Matheson Radio Corp., licensee of WHDH Boston and ch. 5 tv applicant there.

Mr. Anderson is one of 26 stockholders owning a total of 39.63% in Houston Consolidated Tv Co., merger applicant which has received grant for ch. 13 at Houston [B•T, March 1]. The petition indicated he wished to retain this interest for the time being since "his continued interest, particularly in the initial stages, is of importance to the success of the operation." Mr. Anderson originally was part owner of Houston Area Tv Co., one of four ch. 13 applicants involved in the merger.

Mr. Schiff should be allowed to retain his ownership of 15% of the non-voting preferred stock of Transcontinental Properties Inc., the WBC petition states. To date he has not been successful in finding a suitable buyer, it was pointed out. Transcontinental is parent firm of uhf stations WFTV (TV) Duluth, KETV (TV) Little Rock, Ark., KCTV (TV) Sioux City, Iowa, and WICS (TV) Springfield, Ill., plus WCVS Springfield.

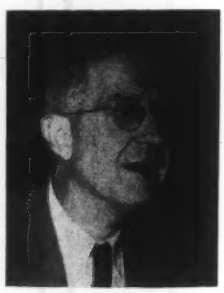
Westinghouse Broadcasting operates WPTZ (TV) and KYW Philadelphia; WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh, where a $3 million radio-tv center at the U. of Pittsburgh is planned [B•T, March 22]; KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind. Firm seeks ch. 8 at Portland, Ore., and ch. 11 at Pittsburgh.

The Westinghouse petition contended the concept of "control" or of "considerable influence" underlying the multiple ownership rules "is strikingly at variance with the tests adopted by Congress and embodied, for example, in the Public Utility Holding Co. Act and the Investment Co. Act, which create a presumption of control (rebuttable, in contrast to the Commission's conclusive presumption) only upon proof of ownership of 10% under the former act, or 25% under the latter act, of the stock of a corporation."

Meanwhile, FCC granted license renewal to Westinghouse's WBZ-AM-FM and WBZA-FM "without prejudice" to any further action that may be taken in the multiple ownership proceeding. Similar conditioned renewals were granted WEEI-AM-FM Boston, CBS-owned outlets, and WCCO-TV Minneapolis, in which CBS holds substantial minority interest.

Ex-Comr. Durr Attacks Witness at Red Hearing

FORMER FCC Comr. Clifford J. Durr was reported to be resting comfortably following his collapse at a Senate Internal Security subcommittee hearing in New Orleans last week. The former commissioner (1941-48) was hospitalized after he attacked a witness, Paul Crouch, who testified that Mrs. Virginia Durr had known about a Red espionage ring that led into the White House and that she had subscribed to Communist Party publications and had contributed money to the Reds [B•T, March 22].



MR. DURR

Mr. Durr grabbed Crouch and shouted: "You dirty dog, I'll kill you for lying about my wife." Attorneys and marshals intervened. Mr. Durr, who was representing Myles Horton, a teacher at a Tennessee school, also accused of being a Red, was said to be suffering from a heart condition and to have attended the hearings against the advice of his physician.

Ex-Communist Crouch also testified that Mr. Durr had attended New York meetings of Communist leaders in 1938-1941. Taking the stand, Mr. Durr called the allegations "a complete and absolute falsehood."

Mrs. Durr denied being a Communist, but refused to answer any other questions, saying the subcommittee had no right to interrogate her.

Senate Delinquency Unit Approaches Radio-Tv Study

A SENATE subcommittee has begun preliminary studies into the effect of radio-tv on juvenile delinquency, B•T learned last week.

The subcommittee already has secured a copy of the industry's Tv Code from John E. Fetzer, head of the Fetzer station group. Mr. Fetzer is chairman of the NARTB Television Code Review Board.

A spokesman for the Senate group, Sen. Robert C. Hendrickson's (R-N. J.) special subcommittee to study the problem of juvenile delinquency, said the radio-tv study probably would come after a review of crime comic books.

The comic book hearings are expected to be held in New York the third or fourth week of April. It was estimated hearings on radio-tv possibly would be held in June in New York or Washington.

The subcommittee spokesman said he did not know whether network or station representatives would be called upon to testify.

The special subcommittee set up last fall has released an interim report on its activities thus far. Its time runs out next Jan. 31.

The subcommittee, in noting it would investigate the effect of radio, television, movies and comic books on juvenile delinquency, said in its report that those media were among the areas "national in scope which have been pointed up in the subcommittee's hearings to date, as being worthy of concentrated investigation."

Appeals Court Asked To Stay WSPA-TV STA

THE U. S. COURT of Appeals was asked in oral arguments last week to stay the effectiveness of the FCC's grant to WSPA-TV (formerly WORD-TV) Spartanburg to operate on an interim basis from Paris Mt., near Greenville, S. C. [B•T, Feb. 1, et seq.].

Arguing for a court-ordered freeze on the status quo were WAIM-TV Anderson, S. C., on uhf ch. 40, and uhf ch. 23 WGVL (TV) Greenville, S. C.

Both uhf stations protested the Commission's issuance of special temporary authority but the FCC dismissed the protests on the ground the stations had no standing as parties in interest [B•T, March 8]. Appeal to the court followed.

Last January the FCC authorized the ch. 7 WSPA-TV to operate on an interim basis from Paris Mt., six miles outside Greenville. WSPA-TV holds a construction permit to operate from Hogback Mt. The FCC's action was made over objections by uhf stations WAIM-TV, WGVL (TV) and ch. 17 WSCV (TV) Spartanburg, S. C.

In agument last week before Chief Judge Harold M. Stephens, and Circuit Judges Wilbur K. Miller and John A. Danaher, WAIM-TV and WGVL charged the move to Paris Mt. was made so WSPA-TV could acquire a CBS-TV affiliation, that it is not a temporary move, and that if allowed to stand it will cause economic injury to the uhf stations. WAIM-TV said it already has lost $60,000 in business. Representing WAIM-TV was Benedict P. Cottone, former FCC general counsel. Representing WGVL was Ben C. Fisher.

Refuting these allegations were Richard A. Soloman, assistant FCC general counsel, and William J. Dempsey, for WSPA-TV. Burden of their rebuttals was that the service from Paris Mt., with less power and lower antenna height than called for in the Hogback Mt. permit, covered almost essentially the same areas as that from Hogback Mt. under the construction permit; that studio and programming still would emanate from Spartanburg, and that the CBS affiliation stemmed from business relations between the network and the station and not as a result of the FCC's action. Above all, both attorneys stated, the Paris Mt. coverage meets in all respects the FCC's requirements for signal strength over principal cities, mileage separation, etc.

Therefore, they said, the protestants have no better standing to object to the Paris Mt. grant than they do to the original grant on Hogback Mt.—which is nil.

FOR THE 5th STRAIGHT YEAR... another TOP AWARD for PUBLIC SERVICE!

NCAT
Northern California Academy of Television
A society dedicated to the advancement of television

Award presented to DISCOVERY

A non-commercial public service program which combined the artistic knowledge of the San Francisco Museum of Art with creative television production to present a broad and understanding approach to modern art as it relates to everyday life.

1953

CHAIRMAN

PRESIDENT

Other KPIX winners of 1953 NCAT awards:

Education—
Adventure School and
Marian Koehler Roe

Outstanding Cameraman—
Richard Speece

Outstanding Female Performer—
Patty Prichard

Outstanding Male Performer—
William Winter

Unusual Characterizations—
Dusty Dale

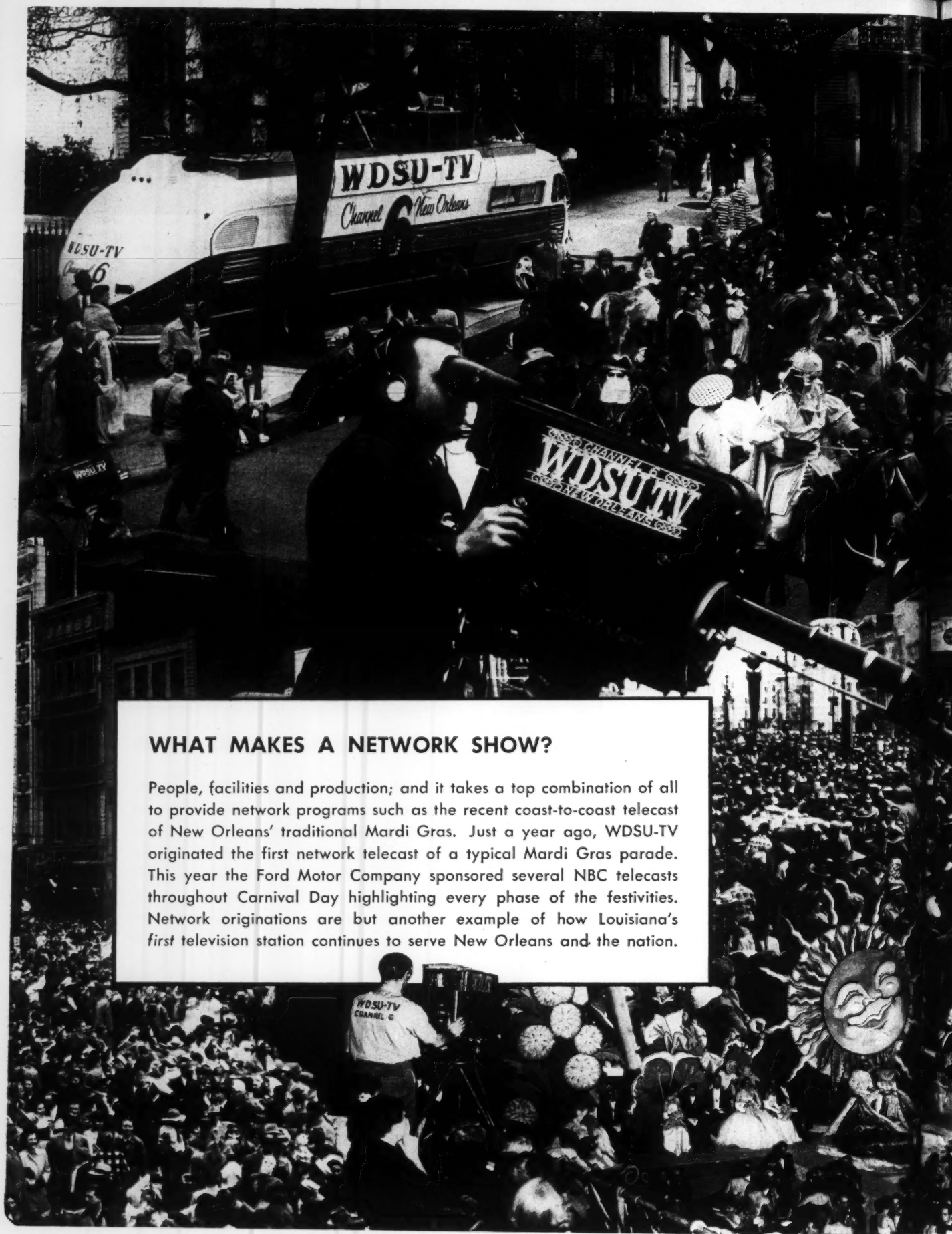
Service to a community is its own reward, but the enterprise that wins and continues to win such awards as this year after year can come only from the same understanding of television showmanship and production that earns top ratings for KPIX local shows and profitable rewards for their sponsors.

See your Katz man.

CBS kpix CHANNEL 5

SAN FRANCISCO, CALIFORNIA

Affiliated with CBS and DuMont Television Networks . . . Represented nationally by the Katz Agency



WHAT MAKES A NETWORK SHOW?

People, facilities and production; and it takes a top combination of all to provide network programs such as the recent coast-to-coast telecast of New Orleans' traditional Mardi Gras. Just a year ago, WDSU-TV originated the first network telecast of a typical Mardi Gras parade. This year the Ford Motor Company sponsored several NBC telecasts throughout Carnival Day highlighting every phase of the festivities. Network originations are but another example of how Louisiana's *first* television station continues to serve New Orleans and the nation.

WDSU AM TV
NEW ORLEANS FM

NEW JERSEY SOLONS ASK FOR FREE TIME

Both houses of the state legislature seek periods on radio and tv stations, apparently to answer governor's program.

DILEMNA of broadcasters in the issue of free radio and television time for political groups was spotlighted again last week when the New Jersey State Legislature voted to seek free time from stations in the state for a "non-partisan" report of its activities. Its action was embodied in a resolution which characterized such a report as "an important public service."

The resolution directed that the president of the Senate and the speaker of the Assembly "appoint three members from each body, including representatives of both parties, to confer with the individual television and radio stations concerning their interest in making such a program available to their listeners."

Before the resolution was approved Monday night, State Sen. Malcolm S. Forbes (R.-Somerset), who introduced the measure, held a news conference with radio newsmen and newspapermen. It was reported that newsmen brought out that the implication was strong that the legislature was not so interested in carrying programs on proceedings in the chambers but was seeking time to answer statements made by Democratic Gov. Robert Meyner on his "free time" report to the state carried on WATV (TV) and WAAT-FM Newark (Sun., 7-7:30 p.m.), and made available by a "feed" to all radio stations requesting it.

A broadcasting industry representative said as soon as the first program was concluded on March 14, GOP leaders in the legislature asked for time to reply, charging that the program was "partisan." Each of the stations carrying the program, he said, considered the request and turned it down. The position of most broadcasters, he added, is that "any such program would have to stand on its own merits and not be used as a device to reply to the governor."

The implications of the resolution for free time are far-reaching for broadcasters, he said, pointing out they will be faced with "the alternative of either providing time or facing local political pressures." He said that it may well result in station broadcasters taking "a much stricter approach to the granting of free time for politicians for non-political programs."

Sen. Johnson Broadens Scope Of Baseball Monopoly Bill

IN A MOVE apparently aimed at getting a more favorable reception from the Justice Dept., Sen. Edwin C. Johnson (D-Colo.) has introduced a substitute measure dealing with monopoly in baseball.

His original resolution (S J Res 133) would have required any professional baseball club owned by a beer or liquor company to come under the anti-trust laws [B•T, March 1].

That resolution has been amended to "make the anti-trust laws applicable to professional baseball clubs affiliated with corporations subject to the anti-trust laws."

Sen. Johnson, when testifying before the Senate Anti-Monopoly Subcommittee a fortnight ago [B•T, March 22], indicated he planned to broaden his request to include other corporations in addition to breweries who acquire baseball clubs for tax concessions and advertising.

Sen. Johnson has fired his attacks at the Anheuser-Busch acquisition of the St. Louis Cardinals, alleging use of radio coverage of the games to advertise the product to the detriment of the small brewery while obtaining tax deductions both for the advertising and the operation of the baseball club.

Meanwhile, National League President Warren Giles praised the owners of the Cardinals and other industrialists who own ball clubs. In a statement which was an obvious reply to Sen. Johnson's allegation that Cardinal ownership was "a beer peddling advertising scheme" for Anheuser-Busch, Mr. Giles said:

> All this talk about big commercial interests owning ball clubs to the detriment of the game is "poppy cock." Baseball and baseball owners are being made targets for unjustified and unfair public criticism. . . .

Among "industrialists who have done so much for the game," Mr. Giles referred to "Gus Busch" [August A. Busch Jr. of the Cardinals].

Stanton Sees President

FRANK STANTON, CBS president, conferred Thursday at the White House Executive Office with President Eisenhower. He declined to discuss the purpose of his visit, replying to questioning newsmen, "I am awfully sorry, but I have nothing to say."

Fort Worth Contest Follows Hartford Tack

PROCEDURAL dispute similar to the hotly contested Hartford ch. 3 television case has arisen in the Fort Worth ch. 11 proceeding as Forth Worth Television Co. seeks extensive background information on competitor Texas State Network and the latter's chief owner, oilman Sid Richardson, and his business partner, Amon Carter.

In a protest pleading filed with the Commission last week, Texas State Network opposed the Fort Worth Television request on the grounds it is not specific and represents a "fishing expedition" into the non-radio business affairs of Messrs. Richardson and Carter which are not relevant. Fort Worth Television's request was made before Examiner Annie N. Huntting March 12 in a hearing conference on the applicants' proposed points of reliance for their respective cases.

Mr. Carter, among other business interests, is principal owner of the *Fort Worth Star Telegram*. He has no interests in Texas State Network, which operates KFJZ there as well as KRIO McAllen and WACO Waco.

Texas State Network asserted that a front-

'Newsweek' Looks at Radio-Tv Editorializing

HOW far should radio and television go in editorialized comment and what should the rules be?

These questions, brought into sharp focus by Edward R. Murrow's *See It Now* programs (CBS-TV, Tues., 10:30-11 p.m. EST.) on Sen. Joseph R. McCarthy (R-Wis.), are explored in the March 29 *Newsweek* magazine. To obtain a cross-section of opinion, the magazine queried top executives at the four television networks, 14 major tv stations officials and FCC. Comments quoted by *Newsweek* were as follows:

William S. Paley and Frank Stanton, chairman of the board of directors and president, respectively, of CBS: "In the pattern of mass communications, as part of the fabric of freedom, we believe that a broadcasting station or network has the same right to editorialize and the same right to independent expression as the free press . . . that the suppression of opinion and independent thought—whether it be in print or over the air waves—limits public understanding.

"When a station or network exercises its right to editorialize, however, it is vitally important for it to separate opinion from news. Opinions should be clearly labeled as such. The listener is entitled to know what he is receiving, news or opinion, and if it be opinion, whose opinion. . . .

Must Exercise Judgment

"But the execution of policy cannot be reduced to mathematical formula or even to a set of rigid rules which are self-executing and will cover all possible circumstances. In achieving fairness and balance, the exercise of judgment by station or network management to assure fair play must control. . . Fairness is not assured by self-sterilization—by being so frightened or nervous of the powerful impact of the medium that opinions are required to die before utterance. . . .

"The fact that the air belongs to the people is irrelevant in this context. So do the mails through which the printed medium finds much of its circulation, yet no one suggests that this warrants a policy of forbidding newspapers or magazine editorials."

Thomas F. O'Neil, president and chairman of the board of Mutual: "We, as station owners, have never attempted to establish an editorial policy analagous to the editorial page of a newspaper, but we feel that any attempt to prevent individual commentators from expressing their interpretation of local, national or international events would be a disservice to the public. . . ."

Robert E. Kintner, president of ABC: "Local station managers still don't editorialize very much, and no network is going to editorialize just because the president or the board chairman has certain views on a subject. The situation is not analagous to a newspaper's because there is no one place on the air to editorialize as there is in a paper . . . there is more to be concerned about in reaching decisions about television because of its impact. But no one is going to be able to use radio or tv facilities as demagogues."

Ted Bergmann, managing director of the DuMont Television Network: "On DuMont news programs, we strive to present a true and accurate picture of men and events of the day. Our news editors and newscasters are under instruction to make their newscasts as objective, as factual, and as comprehensive as humanly possible. But the bare outline—the headlines of the day—such as can be set forth in a five-or a 15-minute newscast is not enough."

Rosel H. Hyde, chairman of the FCC: "I believe editorializing on tv is acceptable, consistent with the Commission's opinion that it should be fair and impartial. The question of the radio-tv commentators versus anyone who does not have the same skill at using the medium boils down to a matter of fair play."

NBC, according to *Newsweek*, declined to comment.

In a poll of 14 major television stations, the magazine added, nine held that the medium should be "strictly impartial," and five indicated a belief that radio and television ought to editorialize.

This message is the fifth of a series

How well are we using your taxes?

A major problem in our country today is how to build and maintain an adequate defense without imposing too great a load of public expenditure in terms of taxes and public debt.

The Boeing Airplane Company is one of the largest contractors to the government in the national defense program. We are highly conscious of our responsibility for efficient and economic use of public funds. We believe that you as a taxpayer will be interested to know what policies and procedures we have in force to accomplish this objective, and how we are getting along toward accomplishing it.

On each contract that we hold, we are concentrating first of all on designing and building the most effective article possible. Toward this end we are constantly making heavy investment from our own funds in research and facilities to improve our engineering and manufacturing. Such investments have resulted in more efficient operation, more capacity, better products with better performance and reductions in cost.

During the past twelve years Boeing has reinvested in the business 70 per cent of its net profits, in a constant effort to strengthen our ability to design effective aircraft and to build them efficiently. The net profit itself has been low—approximately two per cent of total income from sales as compared with five to six per cent for industry generally, after deduction of taxes.

Most of our contracts with the military are "fixed-price-incentive-type" contracts. This form of contract, the taxpayer will be reassured to know, provides a positive incentive to the manufacturer to reduce his costs—with resultant saving to the taxpayer. We start by negotiating a "target" price, agreeable to both the Air Force and ourselves, and based on past experience. If we produce the article at less than the agreed price, 80 per cent of the saving is passed back to the government while we retain 20 per cent as our "incentive" to achieve such savings. If we exceed the target price, 20 per cent of the amount by which we exceed it is deducted from our profit.

All Boeing employees are encouraged to do a better job through a constant program of training for promotion. An active suggestion system pays employees a percentage of the savings resulting from workable suggestions turned in by them. Last year, for example, employees turned in 9,446 suggestions of which 1,674 were acceptable. One suggestion alone will result in annual savings of $500,000 in production cost.

Boeing also has an award system operating at all levels of management as a continuing incentive to institute and follow up methods of producing more efficiently, at lower cost.

To keep a constant check on the effectiveness of its efforts, the company requires monthly reports from each department showing savings made through the institution of new ideas and practices, and an overhead budget committee watches closely over departmental expenditures.

Results of this over-all effort have been encouraging. B-47 jet bombers are being built today with less man-hours per pound of airplane than were required in the production of much less complicated B-29s during World War II. Savings of between forty and fifty million dollars have been achieved in the B-47 program as compared with the "target" price. The last order of KC-97 tanker-transports has also been turned out at a cost several million dollars less than originally estimated. The result of these two achievements has been a major saving to the government and a benefit to the company under its incentive contract.

Boeing will continue to concentrate company-wide effort looking to the improvement not only of its products but of the efficient processes for their manufacture.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

page story in the March 12 *Fort Worth Press*, Scripps-Howard competitor of the *Star Telegram*, recited how FCC "may soon hear the most complete story yet made public of the vast financial operations of two of Fort Worth's richest and most influential men."

The regional network asked: "Is the Fort Worth Television Co. attempting to try its application before the FCC, or is it trying Mr. Richardson or Mr. Carter? The pattern is already discernable. . . . It does not require any imagination to conclude that the *Fort Worth Press* will be delighted to disclose the present personal holdings of its competitor. . . . Furthermore, Mr. Amon Carter is, and has been, in ill health for a considerable period of time. To subject him to trial by newspaper is a distortion and misuse of the Commission's processes."

In the Hartford ch. 3 case, FCC turned down Hartford Telecasting Co.'s request to take depositions of the officers of Travelers Insurance Co., parent firm of competitor of WTIC there, for the purpose of supporting its claim that Travelers excercises economic "dominance" in the area [B•T, March 8].

Conelrad Expected to Aid In June Defense Practice

A NATIONWIDE civil defense exercise is set for June 14-15 and probably will make use of Conelrad, the radio system designed to operate during enemy attack.

The Federal Civil Defense Administration officials in announcing test plans said last week they believed Conelrad would be used although clearance from FCC still was to be obtained.

While the joint effort of the June exercise, which will include all facets of civil defense, will be a 24-hour operation, Conelrad's part most likely would take in about two hours of the very early morning period.

At the same time, FCDA released a report of 1953 activities highlighting Conelrad and radio-tv promotion of civil defense.

The agency said some 3,000 local radio stations and the four major radio networks received FCDA-prepared transcribed dramatic programs and two transcriptions of spot announcements. Last July, ABC Radio began a weekly 10-minute show on defense, agency officials appeared on 62 nationwide programs on national and regional networks, special public service programs were arranged (example, *Bomb Target USA* with CBS Radio) and still other material was distributed to stations and networks, according to the report.

In tv, FCDA supplied kits of films to stations—"public service time contributed free to civil defense by the nation's tv stations valued at many hundreds of thousands of dollars, were it billed at regular commercial rates." FCDA said more than 24 special network tv programs were devoted to civil defense subjects during the year.

FCDA explained that since May 15, 1953, it has been conducting a campaign to enlighten the public on the system of emergency broadcasting. It also said the only test of Conelrad on a national basis, held Sept. 15, 1953, showed the system to be "feasible and effective." FCDA said the system has been extended to 1,300 broadcasting stations.

Two New Applicants Enter Major Contests

TWO major vhf tv contests—ch. 5 at Boston and ch. 11 at Toledo—got new applicants last week as Allen B. DuMont Labs filed at Boston and Anthony Wayne Television Corp. entered the Toledo fight.

Proposing to construct a $2.1 million facility at Boston, DuMont becomes the fifth candidate there for ch. 5. Bids were filed earlier by CBS, WHDH Boston, Greater Boston Television Corp. and Massachusetts Bay Telecasters Inc.

Should DuMont be successful, the Boston station would be its limit under the five-station multiple-ownership rule. DuMont operates WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Paramount Pictures, whose minority holding in DuMont is held to be control by FCC, operates KTLA (TV) Hollywood.

With filing by Anthony Wayne, the Toledo contest now involves seven applicants. They are Toledo Blade Co., Edward Lamb's WTOD, WTOL, Citizens Broadcasting Co., Maumee Valley Broadcasting Co. and Great Lakes Broadcasting Co.

Anthony Wayne principals include President Mason B. Jones, manufacturer; Vice President Howard P. DeVilbiss, maker of spraying equipment; Vice President Harold F. Gross, owner of WGPG Kalamazoo, Mich., and chief owner of WJIM Lansing, Mich.; Vice President C. Barnes Walbridge, commercial photographer.

OVER 300 manufacturers attended the membership rally of Radio-Electronics-Tv Mfrs. Assn. in New York March 21 to hear Rear Adm. F. R. Furth, chief of naval research, speak on importance of electronics to national defense. Left to right at luncheon session: R. C. Sprague, Sprague Electric Co., RETMA chairman; Adm. Furth; Glen McDaniel, RETMA president; S. R. Curtis, Stromberg-Carlson; H. E. Taylor Jr., DuMont.

McCarthy Hearings

EXTENSIVE network radio and television coverage is planned for the upcoming hearings of the Senate Permanent Investigations Subcommittee, headed by Sen. Joseph R. McCarthy (R-Wis.), into the controversy involving Army Secretary Stevens and Roy Cohn, committee counsel. Though no definite date has been set for the hearings, CBS-TV, NBC-TV, ABC-TV and DuMont reported they are prepared to cover the hearings in full. Mutual and ABC Radio said they would broadcast the hearings and NBC Radio and CBS Radio reported they would record the sessions, carrying highlights of proceedings each night. In other developments, Sen. McCarthy announced he would submit a report of his own on the radio, tv and the press and renewed a long-standing feud with columnist-commentator Drew Pearson.

Commerce Dept. Sets Electronics Conference

ELECTRONICS industry conference will be held April 6 at the Dept. of Commerce, with Lothair Teetor, Assistant Secretary for Domestic Affairs, presiding. Twenty-two representatives of the industry have been invited, according to Donald S. Parris, acting director of the department's Electronics Division.

Speakers will include Sinclair Weeks, Secretary of Commerce; Mr. Teetor; Charles F. Honeywell, head of Business & Plant Services Adm.; Maxwell R. Conklin, chief of Industry Div., Census Bureau; William C. Truppner, BPSA advisor; William E. Haines, BPSA deputy administrator; Donald A. Quarles, Assistant Secretary, Dept. of Defense; Marion B. Folsom, Under-secretary of the Treasury, and Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn.

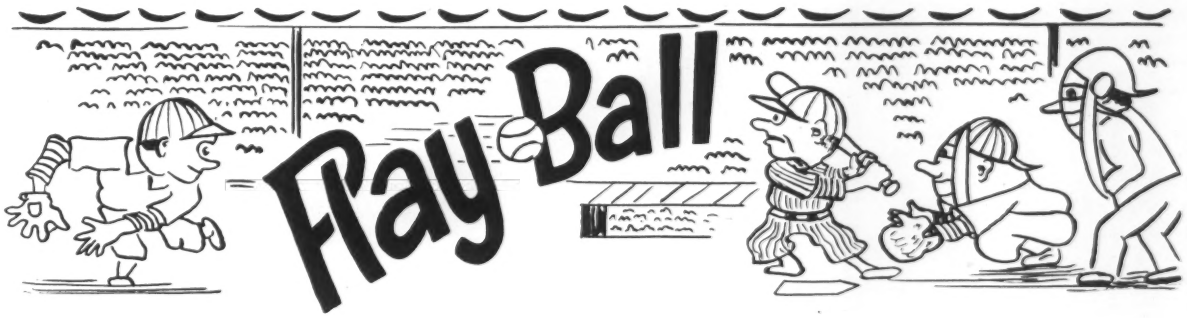
Topics to be covered include Dept. of Commerce functions, census plans, defense materials, industrial defense, research, taxes and statistics.

Act Penalty Reduced

PRESIDENT Eisenhower last Wednesday signed into law a bill which reduces the penalty for first-time violations of the Communications Act. The new law provides for a penalty of one year imprisonment and $10,000 fine instead of two years plus the same fine. Penalty for subsequent violations remains the same, two years, $10,000. The House Interstate & Foreign Commerce Committee pointed out that because of the severity of the original penalty the government often was reluctant to prosecute in cases involving persons with no criminal record.

AT&T Projects Approved

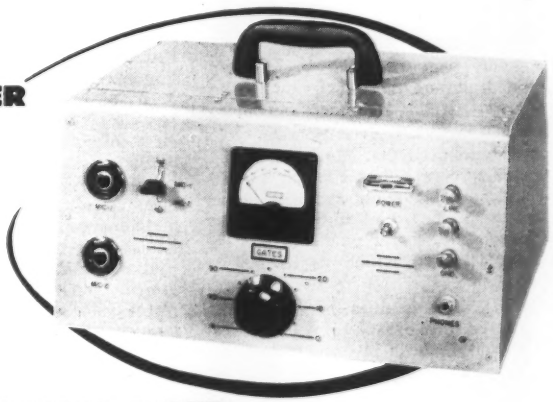
EXTENSION of AT&T microwave radio relay systems for television network service was approved by FCC last week in two areas. The Commission approved construction of a two-channel $3.1 million system between Amarillo and Albuquerque and new $640,000 facilities between Minneapolis and Duluth. Latter will serve KDAL-TV Duluth and WDSM-TV Superior. AT&T last week filed applications for an additional westbound channel between Jackson, Miss., and Dallas.



THE GATES DYNAMOTE

Broadcasting's most popular 3-channel AC/Battery standby remote—all in one package. Cast aluminum end ball construction to withstand heavy knocks. Large 4" V U meter with dimmer control, P. A. volume control and volume step up cueing. Front cover (not illustrated) may be used for copy stand.— ***The class in remote gear.***

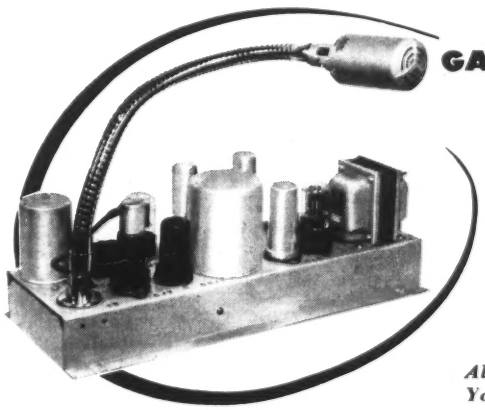
Complete with tubes, batteries and connectors—$327.70.



GATES TWO MIKER

Switch silently from one microphone to the other. The ideal economical two man press coop installation. Easy to read V U meter. One-piece construction. 100% A. C. operated. Panel slopes just right for easy control. Small size makes ideal for cracker box sportscasting booths.

Complete with tubes and connectors—$126.80.



GATES ANNOUNCO-MOTE

Everything in one. Connect the telephone line and broadcast. Includes the famous Gates SA-134 three-stage A. C. operated amplifier, adjustable chrome plate gooseneck (plug-in) and Altec Type 660 dynamic microphone. The amplifier is out of the way and the microphone adjusts right to your lips or as you wish it.

Complete with tubes and microphone—$125.00.
(Amplifier only—$75.00)

All GATES remotes are carried in stock for immediate delivery. Your wire order on the way same day received. All remotes carried in Atlanta, Houston and Los Angeles ***branches as well as main factory in Quincy, Illinois.***

GATES

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILL., U. S. A.

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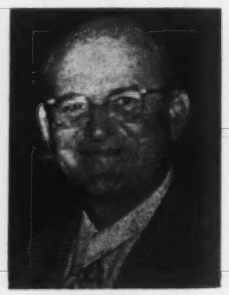
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

STORER'S PROFITS HIT NEW HIGH IN '53

Storer Broadcasting Co.'s net profit revealed in annual report. Keith Kiggins has been named administrative assistant to President Storer.

STORER BROADCASTING CO., which operates seven radio and five tv stations, plus manufacturing properties and a newspaper at Miami Beach, reported last week that its net profits in 1953 amounted to $1,985,677 after all charges, including federal income taxes estimated at $3,947,675. The year was described as the most profitable in the company's 27 years.



MR. KIGGINS

The annual report, first issued by the company since a public stock issue was sold last fall, quoted President George B. Storer as saying the current outlook for both radio and television is encouraging. Mr. Storer also reported the company's televison stations are being equipped to broadcast in color.

Keith Kiggins, widely known broadcaster, has been named administrative assistant to Mr. Storer, according to an announcement being released today (Monday).

It also was announced that James P. Storer, a son of President Storer, and Charles V. McAdam, president of NcNaught syndicate, have been elected to the board of directors of the Storer company. McNaught syndicate was reported to have acquired a minority interest in the company.

Mr. Kiggens, who assumes his new post Thursday, entered broadcasting in 1933 with NBC after several years in investment banking in Portland, Ore. He was NBC station relations director, assisting in the development of the NBC Red and Blue networks, and after the separation of the Red and the Blue he continued with the latter, serving as vice president of this and its successor, ABC. He resigned from ABC in 1947.

Now living at LaJolla, Calif., he plans to move to Miami Beach, headquarters of the Storer Broadcasting Co.

Nebraska U. to Buy KOLN-TV From Fetzer

SALE of KOLN-TV Lincoln ch. 12 facilities and transmitter and antenna equipment to the U. of Nebraska for $100,000 was announced last week by John E. Fetzer, president of Fetzer Broadcasting Co., which received FCC approval to buy the ch. 10 facilities of KFOR-TV Lincoln for $300,000 [B•T, Feb. 22].

Pending formal action by the university board of regents, Mr. Fetzer is transferring the ch. 12 facilities and transmitting equipment to Byron J. Dunn, president of the National Bank of Commerce of Lincoln, as trustee for the university. U. of Nebraska is in the process of choosing a chancellor and, at the same time, it cannot get a new appropriation until July 1955.

Application to turn over the ch. 12 wavelength and equipment to Mr. Dunn was filed Friday. Trusteeship carries a two year termination provision, which provides that the facilities revert to Mr. Fetzer in 1956 if the university has not taken over the facilities by then. Agreement also provides that Mr. Fetzer will permit the university to operate the ch. 12 transmitting equipment, with Mr. Fetzer providing a technical consultant and underwriting service and maintenance costs during that time. Mr. Fetzer also offered the use of his KOLN-TV studios to the university in producing programs. Agreement indicated that the U. of Nebraska radio-tv department has an annual budget of $75,000.

In approving Mr. Fetzer's purchase of KFOR-TV's ch. 10 facilities, the FCC conditioned the grant on the disposition of KOLN-TV's present ch. 12 facilities. Mr. Fetzer plans to use his present call letters (KOLN-TV) on ch. 10.

Mr. Fetzer bought KOLN-TV last summer for $650,000 [B•T, Aug. 24, July 20, 1953]. When KOLN-TV moves to ch. 10, Mr. Fetzer plans to boost its power to the maximum 316 kw. KOLN-TV will become a basic CBS-TV affiliate in June. At present, it is affiliated with ABC-TV and DuMont.

In its Nov. 30, 1953, balance sheet, submitted with the transfer applications, KOLN stations showed total current assets of $27,419.02, and total current liabilities of $166,431.63. A deficit of $283,149.27 also is shown.

Fetzer Broadcasting Co., owned by Mr. Fetzer and his wife, comprises in addition to the KOLN properties, WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. Mr. Fetzer also owns 33⅓% of WMBD-AM-FM Peoria, Ill., an applicant for ch. 8 there.

Balance sheet of Fetzer Broadcasting Co., as of Nov. 30, 1953, showed total current assets of $1,011,833.04, and total current liabilities of $820,510.65, and a surplus of $605,049.42.

Net income after Federal income taxes for Fetzer Broadcasting Co. for 1951 was shown as $142,900.06 and for 1952 as $210,740.95.

Beaman, Whisnand Sell WCOP to Boston 'Post'

SALE of WCOP-AM-FM Boston, Mass., from T. B. Baker Jr., Alvin Beaman and Roy V. Whisnand to the *Boston Post* for $210,000 was announced last week. Sale is subject to usual FCC approval, with transfer application due to be filed this week.

Independent WCOP operates on 1150 kc with 5 kw, was founded in 1935 and is represented by The Bolling Co. Messrs. Baker, Beaman and Whisnand bought the Boston stations from Cowles Publishing Co. in 1951 for $150,000.

Morning *Boston Post* is owned by Boston financier John Fox.

No change in programming or personnel is contemplated at the present time, it was announced. Remaining with the stations as general manager is Mr. Whisnand. Messrs. Baker and Beaman own WKDA Nashville, and 50% of WLAC-TV Nashville, due to begin operating on ch. 5 in June.

Although WCOP is not now an applicant for tv, it is understood that following FCC approval of the transfer, the station will apply for ch. 5 there.

Bakery Signs With WEAN For $21,000 Evening Hour

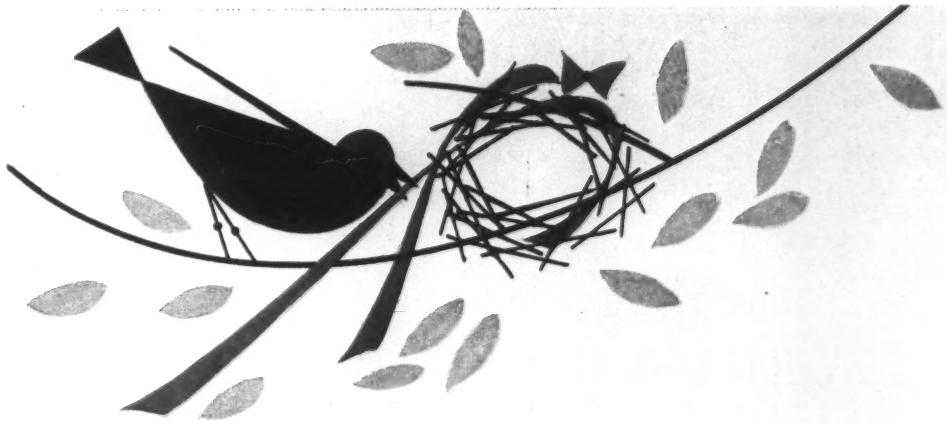
WEAN Providence has signed Gorman's Bakery Inc. to a 52-week contract for *Gorman's Hour of Music*, 9:05-10:00 p.m. Monday through Friday, in a transaction involving more than $21,000 in time and talent, according to Mowry Lowe, general manager.

The 55-minute show represents the first section of *Music in the Night*, a solid block of musical programming from 9:05 p.m. to midnight, instituted several months ago by Mr. Lowe. Agency for the Gorman purchase was T. Robley Louttit, Providence.

WACE Billings at Record

WACE Springfield, Mass., which has just celebrated its seventh anniversary, set an all-time record for billings during the first quarter of 1954, with sales exceeding those of the record-breaking 1953 first quarter by 20%, Ralph J. Robinson, vice president, said last week.

ON THEIR first official visit to WPTZ (TV) Philadelphia are (l to r) Gwilym A. Price, president, Westinghouse Electric Corp.; Chris J. Witting, president, Westinghouse Broadcasting Co., and E. V. Huggins (r), WEC vice president for corporate affairs. They are being conducted by Rolland V. Tooke (hand on camera), WPTZ general manager. WBC bought WPTZ for $8.5 million last year [B•T, Feb. 23, 1953].



nothing **W***orks* **L***ike* **W***antmanship*

Putting the yearn on everyone to want something more, new or better. That's ***W****antmanship*, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. ***W****antmanship* explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Exclusive Sales Offices:
New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago, Hollywood

AMES BROTHERS

EDGAR BERGEN

EWELL BLACKWELL

RAY BOLGER

MAY SINGHI BREEN

NELSON CASE

WILLIAM HOLDEN

RAY NOBLE

RUTH HUSSEY

LES PAUL and MARY FORD

BOBBY JONES

WALTER PIDGEON

DANNY KAYE

DINAH SHORE

ANITA KERR SINGERS

HANK SNOW

JACK KIRKWOOD

SIGMUND SPAETH

AL LOPEZ

BARBARA STANWYCK

LIBERACE

ESTHER WILLIAMS

RAYMOND LOEWY

TED WILLIAMS

DEAN MARTIN and JERRY LEWIS

JANE WYMAN

ROBERT MERRILL

BABE DIDRIKSON ZAHARIAS

JEFF CHANDLER

NAT "KING" COLE

KATHARINE CORNELL

FLEUR COWLES

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CHARLTON HESTON

1 out of 5

people in your audience will develop

Cancer

For exceptional public service—To aid in the fight against man's cruelest enemy—

Make frequent use of American Cancer Society's free Radio and Television campaign materials.

Top professional calibre...outstanding entertainment...and stars...and stars...and stars!

FOR RADIO...Transcriptions suitable for *every* type of programming...from the half-hour 1954 All Star Revue to 20-second station breaks featuring outstanding "names"!

FOR TELEVISION..."Name" 16 mm. films, 1-minute, 20-second, and 8-second.

Slides, telops and flipboards...plus other specially prepared TV materials.

For free materials or catalog of materials, write:

Radio and Television Department

AMERICAN CANCER SOCIETY

47 Beaver Street • New York 4, New York

Four More Tv Outlets Going Into Operation

Pittsburgh educational permittee sets dedication Thursday.

FOUR new tv stations started commercial programming this weekend and today (Monday) increasing the operating tv station total to 376. Another four reported they are set to start regular operations Thursday.

The new starters are:

WSLI-TV Jackson, Miss. (ch. 12), ABC; represented by Weed Tv Inc., March 27.

WMUR-TV Manchester, N. H. (ch. 9), ABC; represented by Weed Tv Inc., March 28.

WJPB-TV Fairmont, W. Va. (ch. 35), ABC, NBC, DuMont; represented by Gill-Perna Inc., March 28.

WKAQ-TV San Juan, P. R. (ch. 2), represented by Inter-American, March 29.

Manchester, Fairmont and San Juan now have their first local video outlet.

Test patterns of WNET (TV) Providence, R. I. (ch. 16), commenced last week, the station reported. Affiliated with ABC-TV and DuMont, commercial programming is due to begin Thursday.

WQED (TV) Pittsburgh, noncommercial, educational station on ch. 13, will hold dedication ceremonies Thursday, President Leland Hazard announced. Regular programming is scheduled for April 5.

WAPA-TV San Juan, P. R. (ch. 4), which started testing early this month, plans to begin commercial operation about the middle of April as an ABC-TV, NBC-TV and DuMont affiliate, Charles E. Bell, general manager, announced. Reports of clear test pattern reception have been received from most points on the island, Mr. Bell said.

WHO-TV Targets April 15

WHO-TV Des Moines (ch. 13), has set target dates of April 15 for test pattern transmission, and April 25 for regular programming, Manager Paul Loyet reported. The station postponed its original starting date of March 15 when its antenna crashed to the ground during hoisting [B•T, Feb. 15].

Transmitter building of WDEF-TV Chattanooga (ch. 12), is nearly completed with an RCA 10 kw transmiter now being installed, Manager Harold E. Anderson said. Commercial operation is set for April 25.

KGLO-TV Mason City, Iowa (ch. 3), plans to be on the air in May with regular programming, affiliated with ABC-TV and DuMont networks, according to Herbert R. Ohrt, executive vice president and general manager. The station will serve the "golden triangle" area of Albert Lea and Austin, Minn., and Mason City, the announcement said.

A 25 kw Federal transmitter has been ordered by WLOS-TV Asheville, N. C. The ch. 13 station expects to air test patterns in August, using Mt. Pisgah as its transmitter site, Charles B. Britt, executive vice president, reported.

The following stations have reported they plan to begin regular operations by April 30:

KARK-TV Little Rock, Ark. (ch. 4); WALB-TV Albany, Ga. (ch. 10); WGOV-TV Valdosta, Ga. (ch. 37); WHO-TV Des Moines, Iowa (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); KFVS-TV Cape Girardeau, Mo. (ch. 12); KDRO-TV Sedalia, Mo. (ch. 6); WMFD-TV Wilmington, N. C. (ch. 6); WMAC-TV Massillon, Ohio (ch. 23); KVAL-TV Eugene, Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 35); WQED (TV) Pittsburgh (ch. 13), educational; WNET (TV) Providence, R. I. (ch. 16); WDEF-TV Chattanooga (ch. 12); KRGV-TV Weslaco, Tex. (ch. 5); KULA-TV Honolulu (ch. 4), and WAPA-TV San Juan, P. R. (ch. 4).

(For details see TELESTATUS, page 107.)

STEWART Chevrolet is sponsoring Carroll Hansen's 5:55 p.m. news Monday-Saturday on KCBS San Francisco. In the Chevrolet are (l to r) Mr. Hansen; M. S. Stewart, Stewart president; Byron Nelson, KCBS account executive; Ben Denny, Stewart general manager, and Milburn Johnston, vice president, Campbell-Ewald Co. agency.

WMT Promotes Staffers In Operational Shuffle

STAFF promotions at WMT-AM-TV Cedar Rapids, Iowa, have been announced by General Manager William B. Quarton in latest moves to separate the radio and tv operations.

MR. GRANT

Douglas Grant becomes director of tv operations; he had been program manager for both stations. Bruce Anderson will be program manager on the radio side, while Dean Landfear becomes radio production manager.

Duties as business manager for both

MR. COLE

MR. ANDERSON

stations go to Leo F. Cole, formerly radio-tv promotion manager. The promotion job in tv will be undertaken by Don Badger while Jim Bowermaster assumes charge of that function for WMT-AM.

Mr. Quarton announced that the sales department, under Lew Van Nostrand, and engineering, under George Hixenbaugh, will continue to service both radio and tv divisions as in the past.

WATV (TV) Airs Westerns As Challenge to Networks

WATV (TV) Newark announced last week that it will "buck the CBS and NBC domination of Saturday night viewing" in the New York market with hour-length western movies from 9:30- to 10:30 p.m. beginning April 3.

The ch. 13 station said it has a 52-week supply of westerns featuring Johnny Mack Brown "new to the market and exclusive with WATV." WATV said its decision to buck NBC-TV's *Show of Shows* and CBS-TV's *My Favorite Husband* and *Medallion Theatre* was based on results of a recent Advertest survey of movie viewing in tv homes.

This New York market study, WATV says, showed 79% preferred hour-length films, that 66.5% associated WATV with western films and that 60.8% watched westerns from Monday through Friday. The station said it anticipates its "new and exclusive" westerns will draw an audience since one-hour cowboy movies never have been available in New York at this time (i.e., Saturday night).

WFTV (TV) Announces Three Staff Promotions

PROMOTIONS in the executive staff of WFTV (TV) Duluth, Minn., were announced last week by C. G. Alexander, general manager of Great Plains Television Properties Inc. of Minnesota, station licensee.

Tony Marta, former sales manager, has been appointed assistant to the general manager.

Phil Stangl, formerly with the sales department, has been promoted to director of promotion and publicity. He previously was a copywriter with I.F.I. advertising agency, Duluth, where he handled production of *Ad Libs*, a syndicated radio promotional idea bulletin.

Don Blais was appointed advertising director. He is a former cartographer, chief draftsman, and commercial artist.

Gimbel Heads Drive for Blind

WIP Philadelphia President Benedict Gimbel is head of a program committee for Philadelphia's Educational Week for the Blind beginning today (Monday). During the week Philadelphia radio and tv broadcasters will publicize the needs and capabilities of the blind. A three-day exhibition of products, skills and services by blind persons is scheduled at Gimbel's Auditorium.

WKY-TV Slates Colorcasts As First Camera Arrives

WITH the arrival of its tri-tube color camera, WKY-TV Oklahoma City was scheduled to begin live test colorcasts this week, and regular live network colorcasts on or before May 1.

The RCA color camera was loaded at Camden, N. J., early Saturday and flown to Oklahoma City via air express, arriving Sunday morning. A second complete camera color chain and a spare camera are due to follow soon, a station spokesman said.

The station's transmitter already has been equipped for color network reception, and several WKY-TV engineers already have received color indoctrination at NBC New York and RCA Camden. For several months the station has been conducting color seminars for staff personnel, including engineers, producers, directors, artists, stage crews and others.

"With the camera here . . . we expect to be the first independent station in the country to do live color telecasts," P. A. Sugg, WKY-TV executive vice president and manager, said. "It is just another step in carrying out WKY-TV's policy to pioneer in the field of television, bringing Oklahoma the latest and best . . ."

WKY-TV Oklahoma City officials turn out on a Sunday morning to look over the station's newest acquisition, a color camera which arrived that morning. Peering into the innards are (l to r): Bob Hayward, assistant chief tv engineer; Aaron Britton, maintenance engineer, and P. A. Sugg, WKY-TV executive vice president and station manager.

Gardner Buys Control Of Aloha Broadcasting

SALE of controlling interest in Aloha Broadcasting Co., licensee of KHON Honolulu and majority owner of KIPA Hilo, to former Tacoma, Wash., businessman Bryson Ross Gardner for about $10,000 plus assumption of certain liabilities, was reported last week by Ralph Fitkin, Aloha board chairman. Formal transfer papers for FCC approval are in preparation.

Sellers of about 51% interest in Aloha are Mr. and Mrs. Fitkin and L. Roy Turner. Mr. Gardner, active in the heavy chemical industry for many years and more recently in the automobile business in Tacoma, is moving to Hawaii for his health. Aloha's balance sheet for the transfer bid shows total assets of $216,700 with current liabilities $54,600, long term liabilities $106,300 and capitalization $55,700.

WHLI-FM Expands Fm

WHLI-FM Hempstead has expanded its schedule of operation despite a trend toward curtailment of fm by many station operators. A spokesman said that a recent station announcement pointing out that curtailment of fm evening broadcasts was under consideration by the management, drew 6,000 letters and cards expressing dissatisfaction with the contemplated move. Accordingly, the spokesman said, WHLI-FM last week added an hour-long program, *Concert at Nine,* to the daily schedule and is planning to extend on-the-air time until 1 a.m. from the current 10 p.m. sign-off. Another possibility being considered is an around-the-clock operation as soon as long-playing equipment is installed, the spokesman reported.

WIS-TV Corp. Re-elects Shafto to Presidency

G. RICHARD SHAFTO, president of WIS-TV Corp., licensee of WIS-TV Columbia, S. C., has been re-elected to that office after a stockholders meeting March 17 heard a favorable report on operation of WIS-TV since it began last Nov. 7.

The board of directors voted to build an addition to the WIS television and radio building in downtown Columbia, with construction to begin as soon as architects' plans are complete. The addition will allow a power increase of the ch. 10 station from 106.5 to 260 kw before the end of the year, it was announced.

WFBM-TV Tower Approved

AFTER four months of hearing, with opposition by local aviation interests and property owners, the Marion County (Ind.) Plans Commission has granted WFBM-TV Indianapolis permission to construct a 1,000-foot tower eight miles northwest of the city, Harry M. Bitner Jr., president-general manager of WFBM Inc., has reported.

He said work will start this month and the tower is slated to be completed by July 1. WFBM-TV's power will be increased from 30.8 to 100 kw on ch. 6.

WTTG (TV) Promotes Guidice

FRANCIS V. (VIC) GUIDICE, senior producer-director at WTTG (TV) Washington, has been named promotion manager, Leslie G. Arries Jr., general manager of the DuMont o & o outlet, said last week. The promotion is effective today (Monday).

MR. GUIDICE

Mr. Guidice also will represent WTTG and DuMont Tv Network on public affairs programs from the White House and Capitol Hill, Mr. Arries said. He succeeds Roger M. Coelos in both capacities. Mr. Coelos has left WTTG to become station manager of KONA (TV) Honolulu [B•T, Feb. 15].

LOOKING at a model of the new $800,000 building which will house WFMY-TV Greensboro, N. C., upon its expected completion in early October, are (l to r): Bill Baskerville, commercial manager; Gaines Kelley, general manager, and Gomer Lesch, program director.

WFMY-TV Sets $800,000 For Television Building

WFMY-TV Greensboro, N C., last week signed a contract for construction of an $800,000 modern building to house the ch. 2 television station, according to Gaines Kelley, general manager. Construction was to begin last week with completion expected in early October, or possibly as early as Sept. 22 when the station observes its fifth anniversary, Mr. Kelley said.

WFMY-TV also will increase its power six times to 100 kw. Its 759-foot tower and antenna already have been erected on the 13-acre lot three miles from downtown Greensboro where present studios are located, Mr. Kelley said.

Mr. Kelley said the new two-story building will increase space from 4,500 to 39,000 square feet, the 170-foot-square building accommodating two large studios 42 by 80 feet and 30 by 40 feet. Other features: a special rehearsing room, modern photo lab, audience-viewing room, lunchroom, storage room, enlarged offices, parking lot. WFMY-TV will have a 25-kw transmitter, new cameras and other equipment, with present equipment to be used for stand-by purposes, Mr. Kelley said.

He said the station's increased audience potential will total nearly two million people, compared to the present 1,157,000. The present 225,000 set circulation will be almost doubled, he added.

Allen New Publicity Head Of Crosley Tv, WLW Radio

JAMES ALLEN, director of tv promotion for Crosley Broadcasting Corp., has been appointed director of publicity of the four Crosley tv stations and radio station WLW Cincinnati.

Gilbert W. Kingsbury, formerly in charge of publicity for Crosley, will now devote more time to corporation business as vice president of public relations.

Mr. Allen joined Crosley in April 1952 as tv promotion chief, after resigning as city editor of the *Cincinnati Post.*

AB-PT '53 NET PROFIT AT $9 MILLION, BUT COSTS KEEP ABC OUT OF BLACK

Program development, advertising and other factors kept ABC from showing a profit, AB-PT President Leonard Goldenson tells stockholders, although the network showed a gain in gross income. AB-PT netted $4,480,000 from operations and $4,516,000 from capital gains, mainly sale of WBKB (TV) Chicago.

CONSOLIDATED net profit of American Broadcasting-Paramount Theatres for 1953 amounted to $8,996,000 and its ABC division registered a gain in gross income but did not show a profit because of high cost of program development, increased advertising and various other factors, it was announced by Leonard H. Goldenson, president of AB-PT, in his annual report to stockholders, released last Friday.

The net profit, Mr. Goldenson said, included $4,480,000 from operations and $4,516,000 from capital gains, which were said to have resulted principally from the sale of WBKB (TV) Chicago. After deducting preferred dividends, earnings were said to equal $2.14 per share common, of which $1.00 was from operations and $1.14 from capital gains.

Mr. Goldenson noted that a financial comparison with 1952 was made on a pro forma basis, adjusted to reflect the changes, corporate and otherwise, as a result of the merger of ABC with United Paramount Theatres Inc. on Feb. 9, 1953. On such a basis, he continued, consolidated earnings for UPT and ABC for 1952 were $5,927,000, including $4,548,000 from operations and $1,379,000 from capital gains. Mr. Goldenson said that in view of the changes in the capital structure of the company, no comparative per share earnings were shown for 1952.

Gross Income Up

The ABC division, Mr. Goldenson said, did not show a profit for 1953 but the gross income of the division increased from $49,734,000 to $54,758,000. Factors contributing to ABC showing a loss for 1953, he said, included high cost of program development, increased advertising, improvement of physical facilities and difficulty in clearing stations to carry network shows.

"A firm foundation is being established to build a strong competitive operation," Mr. Goldenson declared. "The programming structure has been broadened and the new programs have attracted wider audiences and additional sponsors. The physical facilities of both the network and the five owned radio and television stations have been improved, and the operation of these stations has been centralized to give local management greater autonomy and control."

During the past year, Mr. Goldenson related, the television network has boosted the number of its affiliates to more than 180. He singled out as "a major problem" a difficulty in clearing a sufficient number of stations, especially in large cities which have only one or two stations. He expressed the belief that as more stations begin to operate in these areas and as ABC-TV's programming gains wider following, the problem of station clearance will be "less acute."

Turning to radio, Mr. Goldenson contended that television is not displacing radio and said that both media can prosper side by side. He explained that television's impact has changed radio from a family group-living room medium to a personal medium which reaches listeners via the multiplicity of radios now found in the typical home. He pointed out that ABC's new programming has been designed to fit this new pattern of radio listening.

Discussing color television, Mr. Goldenson said there is "a great potential in the effectiveness of television broadcasting through the use of color, not only for the increased enjoyment of the public, but also for many advertisers whose products are especially suited to color presentation." He added that the ABC management is "closely following" all developments in the field, and will be prepared to engage actively in competition with other networks as the number of color tv sets in circulation increases.

He described AB-PT's financial position as "strong," pointing out that working capital had decreased only $1,572,000 from the working capital position of UPT at the end of 1952. He noted this was despite such expenditures as the pre-payment of the ABC funded debt, the improvement of ABC physical facilities, and equipping theatres with 3-D, the wide screens and stereophonic sound.

Mr. Goldenson reported that $9,988,000 was applied in 1953 to the retirement of term debt, including the retirement of $8,201,000 of the total ABC debt of $10,567,000, and the prepayment of two maturities of $1,750,000 on notes outstanding under the company's loan agreement. Long term debt at the end of 1953, he said, amounted to $40,512,000.

NBC ASSIGNS COTT TO 'ENTERPRISES'

FORMAL assignment of Ted Cott, NBC Radio network operating vice president, to additional duties in the "exploitation of subsidiary rights under the company's talent and program contracts" [B•T, March 1] was announced last week by NBC Executive Vice President Robert W. Sarnoff.

Mr. Cott will "conduct centralized planning for the development of new fields of subsidiary rights and activities growing out of NBC's broadcast operations," the announcement said. The project, dubbed "NBC Enterprises" in its formative stages and then envisioned as a fifth major division of NBC, will not be a separate division at the outset but later may become one, NBC spokesmen reported.

In his announcement Mr. Sarnoff said, "He centralization of responsibility in this field will permit us to proceed systematically in exploring and realizing a great potential which can add a new dimension to our business. Through full and effective exploitation of existing subsidiary rights and new approaches for developing collateral values generated by our programs, important additional benefits can be gained by NBC, its talent and its program suppliers."

Already Underway

The assignment encompasses promotion, exploitation and merchandising of NBC properties and activities. First unit, set up several weeks ago, is a souvenir shop on the mezzanine floor of the RCA Bldg., featuring pictures of NBC talent, cook books, and other items with an NBC tie-in.

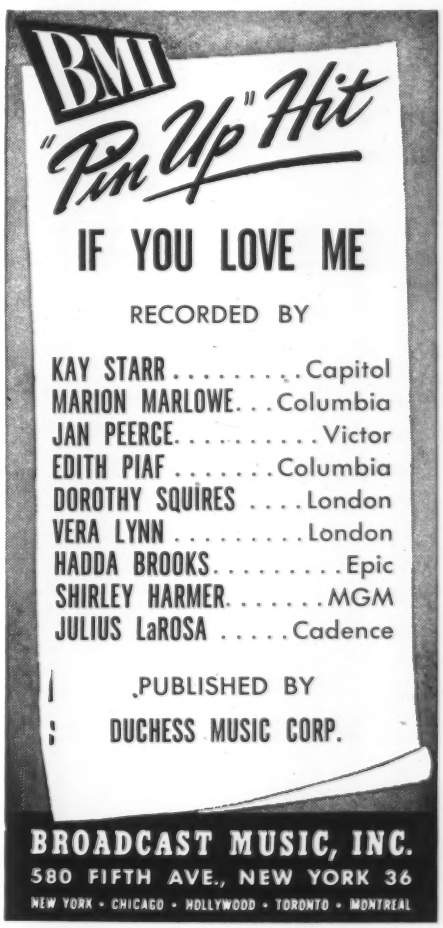
In his new duties, Mr. Cott will report to Mr. Sarnoff. Assisting him are Mitchell Benson, who continues to serve as manager of contract administration in the NBC talent department and who will be Mr. Cott's principal assistant in connection with talent and program negotiations in the new project; Ted Zaer, radio network business manager, who also will serve as financial adviser and analyst in the development of the new project; Frank Fitzgerald of Mr. Cott's radio network staff, who also will assist on general administrative matters, and Sidney Rubing, former WNBC New York account executive, who has been named supervisor of operations, reporting to Mr. Cott.

O'Grady, Others Promoted

JAMES F. O'GRADY, area supervisor in station relations department of DuMont Tv Network since November, has been promoted to manager of the sales service department. He previously had been with ABC for nine years as sales representative, assistant manager for radio co-operative programs, and assistant manager of radio and tv co-operative programs. Charles B. Hilton, coordinator in DuMont's traffic department, has been named to succeed Mr. O'Grady as area supervisor in the station relations department, and Louis J. Rossillo, assistant station clearance clerk in network sales service, has been promoted to Mr. Hilton's former post as coordinator in traffic.

KFVS-TV to Join CBS-TV

KFVS-TV Cape Girardeau, Mo., will join CBS-TV Aug. 1, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KFVS-TV (ch. 12) is owned and operated by Hirsch Broadcasting Co., with Oscar C. Hirsch as general manager.



Facts Forum Plans To Take MBS 'Roundup'

AN AGREEMENT whereby Facts Forum, H. L. Hunt nonprofit broadcast production enterprise, would take over production of Mutual's *Reporters' Roundup*, was reported virtually set last week [CLOSED CIRCUIT, March 22], although MBS spokesmen said Thursday the contract had not yet been signed.

The program currently is moderated by Everett Holles, but authorities said it had not been decided whether he would continue in this capacity in view of the demands made upon his time through his responsibilities as Mutual's director of Washington operations. It is broadcast Mondays at 9:30-10 p.m. and will continue to be made available for local cooperative sponsorship.

In discussing plans for Facts Forum production of *Reporters' Roundup*, an official said Mutual "duly recognizes its obligation to the American public to present only information which is fair and impartial, and will continue to carry out this obligation in every phase of its operation," and that MBS' "credo is to emphasize and to present to the American people both sides of questions of national and international importance."

Facts Forum was described as "a non-profit, non-partisan organization" which "believes that if Americans listen and read such facts and then think about them, they will, on their own, reach the right answers and decisions."

Ben Strouse, WWDC Washington, MBS' outlet in the Nation's Capital, said his station would not carry *Reporters' Roundup* under Facts Forum sponsorship but would "offer public service programming in its place." Mr. Strouse told B•T, "I feel very strongly that discussion programs should be completely unbiased. It's confusing to me that an organization with a philosophy to sell can subsidize a discussion program." He said he had written a personal letter to Thomas F. O'Neil, MBS chairman, regarding the network's handling of public issues, asking if there was any intent to favor a conservative viewpoint.

Aware Attacks Davis

AWARE INC., a group formed last December to combat "the communist conspiracy in the entertainment world," issued a memorandum last week in which ABC commentator Elmer Davis was characterized as an "anti-anti-communist . . . who tries to identify anti-communists at home with 'thought control.'"

Aware referred to Mr. Davis' receiving the second annual Richard E. Lauterbach Award from the Authors Guild last December for "substantial contributions in the field of civil liberties" as a basis for its memorandum.

CBS-TV Promotes Crothers

PROMOTION of George Crothers, director of religious broadcasts for CBS-TV, to manager of public affairs broadcasts was announced last week by Sig Mickelson, director of news and public affairs. In his new post, Mr. Crothers will be responsible for CBS-TV's discussion, education, religious and public service programs.

COLOR SETS COME OFF RCA'S LINE

The first 15-inch open face console produced to sell for $1,000 was completed last week at RCA's Bloomington, Ind., factory. Sets will be shipped to distributors.

GIANT RCA began rolling on color tv receiver production last week when the first 15-in. open face console, to sell at $1,000, came off the Bloomington, Ind., factory line on March 25.

Schedule calls for 5,000 receivers with a 15-in. tri-color tube and, later this year, 5,000 receivers with a 19-in. tri-color tube.

At the same time, RCA told newsmen and licensees gathered at Bloomington that NBC will expand colorcasts from the present once a week to three times a week by the end of the year—two from New York and one from Burbank, Calif., studios. And, that in October of this year, NBC will transmit the first of a series of 90-minute color "spectaculars."

Shipment of RCA's first color sets (Model CT-100) begin this week, it was announced, to distributors in the 35 cities where color signals are now available for broadcast. It was also reported that by July of this year, 75 cities would be interconnected for color telecasts, and that in January 1955, more than 140 cities would have facilities for color. An estimated 125 stations would then be equipped to broadcast network color programs, it was estimated. This will cover approximately 75% of the U. S. homes, it was said.

More than 10 million color sets can be sold in the next five years, J. B. Elliott, executive vice president, consumer product division, estimated. Mr. Elliott said the industry should sell 70,000 color sets this year (out of an estimated 100,000 production), 350,000 in 1955, 1,780,000 in 1956, 3,000,000 in 1957 and 5,000,000 in 1958.

Tricolor Tube Mark

RCA passed the 2,000 tricolor tube production rate in February, E. C. Anderson, vice president in charge of commercial department, said. This is three months ahead of schedule, he said. The 19-in. tube will be put into production later this year, he reported, and the 21-in. focus-mask tube will be demonstrated in 1955, he said. Mr. Anderson said that RCA was not planning to stockpile 15- or 19-in. tubes; it would make enough for its own production and to meet orders from set manufacturers.

Production of RCA color sets came in less than 100 days after FCC approval of the compatible color standards, Mr. Anderson declared. FCC approved color standards Dec. 17, 1953. RCA's original estimate was six months for the start of receiver production, Mr. Anderson recalled.

Details of the CT-100 were made known to more than 70 RCA licensees—competing manufacturers who are licensed by RCA to use its patents. The manufacturers were permitted to order one color set, furnished with production drawings, bills of materials, design details, etc.

It was indicated that the 15-in. RCA color console contains 1,012 parts—including 35 receiving tubes, the tri-color cathode ray kinescope, and 150 ft. of wire. This compares with the standard 21-in. black-and-white model, selling for $199.95, which contains 437 parts (including 18 receiving tubes, kinescope and 63 ft. of wire).

Calling on manufacturers to support color programming, Mr. Elliott told the licensees that:

"Conditions today with respect to launching of color tv are different and probably more difficult than when black-and-white television was introduced . . . sponsors and the broadcast stations have a ready-built audience of approximately 29 million black-and-white receivers . . . [they] do not of necessity have to immediately build a color television audience.

"Therefore, if color television is to grow as rapidly as did black-and-white, the manufacturers for the first time will have considerable responsibility in supporting color programming. Either directly or indirectly, we manufacturers will have to assist in this activity. . . ."

The RCA Bloomington plant currently has three black-and-white and one color line in operation and is expected to reach color production peak in six to eight weeks.

Mr. Elliott revealed new service policies for RCA involving three types of contracts for consumers, to be announced this week.

One policy, to be offered at $149.50, would cover one year of unlimited service—all parts and labor, including tubes and installation and antenna if needed. Another would be offered with unlimited parts and calls on a 90-day basis for $99.50, with a rate of $10 for each call thereafter. A third type would cost $25 and cover installation and "educational" features with a rate of $5.95 the first half-hour and $3.50 for each additional half hour for labor.

Mr. Elliott said the $1,000 price tabbed for initial color receivers won't come down until mass production is reached. He felt a set may be available for $500 within three to five years. Initial color deliveries will be made sometime between April 15-April 30, he added.

NBC's activity in color tv programming was reported by Barry Wood, executive producer and color coordinator for the network. NBC has held more than 30 color clinics and has put over 150 different products before the color cameras successfully, he said. NBC has presented to date more than 30 programs in color, he said. After describing the NBC color facilities in New York—Colonial Theatre, and in the fall, another in Brooklyn—and in Burbank—also due to go into operation this autumn, Mr. Wood said that in another year NBC hopes to have a color facility in Chicago and after that in Cleveland and in Washington.

NBC's mobile color unit will be used March 31 to bring Washington's Cherry Blossom Festival to the nation, Mr. Wood said. It will also be used for *Today*, the Easter parade, boxing and golf tournament.

Chromatic Ups Staff, Anticipates More Color

ANTICIPATING a "drastic upswing in color set production schedules by manufacturers in the coming weeks," Chromatic Television Labs announced last week that its West Coast staff had been increased by more than a third.

The company is a Paramount Pictures Corp. affiliate which has rights to the so-called Lawrence tube for color tv and is licensing manufacturer for its production.

Reporting that Chromatic's licensees are making significant progress toward mass production of 21- and 24-inch sets incorporating the Chromatron, or Lawrence tube, Chromatic President Richard Hodgson said:

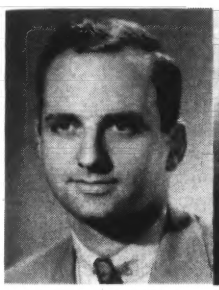
"Color tv with a mass audience is closer

than some elements in the industry would have the American public believe. Because of our conviction that color is near, Chromatic began manufacturing operations March 15 at Emeryville, Calif., where we are producing grids—the color structure mounted in the face of our tube.

"Originally, we had planned to produce 25,000 units before the end of the year but we have recently upped the goal drastically. While 25,000 units would be a third of what some industry spokesmen are predicting as the color set production for the whole industry this year, we feel it is too conservative a production target."

Production of tubes for sets incorporating the Chromatron will depend to a great extent on availability of rectangular glass "envelopes," Mr. Hodgson said. But substantial progress is being made, he said, noting that Thomas Electronics Co., a Chromatic licensee, displayed a 21-inch rectangular all-glass Lawrence color tube—the first in the industry, he said—at the IRE convention in New York last week.

Executive personnel changes at Chromatic, as announced by Mr. Hodgson, included the appointment of Morgan A. Gunst Jr., with the company since its foundation in 1951, as product manager, to handle commercial relations with licensees and sales from the grid operation; Earl Sargent, of Chromatic's West Coast development laboratories at Oakland, named head of manufacturing at the Emeryville plant, with Louis Silverman appointed chief manufacturing engineer; Edward J. Davenport, with National Union Radio Corp. for eight years named chief commercial engineer of Chromatic.



MR. GUNST

MR. SARGENT

MR. DAVENPORT

Craig Nunan, in charge of research; Don Cone, in charge of development, and Crawford Cooley, business manager, continue in their present posts. Howard Patterson remains general manager for West Coast operations.

Magnecord Demonstrates High Speed Tape Recorder

A SOUND recorder that will record sound and electronic impulses at more than 80 times the rate of normal speech and a similar device that will register four conversations simultaneously on a single magnetic tape and automatically unscramble them so that they can be played back individually or in pairs were demonstrated in New York last week by Magnecord Inc., Chicago.

The high speed recorder is said to be capable of recording and reproducing at a frequency in excess of 250,000 cycles per second as compared with normal speech of 3,000 cycles and maximum frequency reception of 15,000 cycles for most equipment currently in use. William L. Dunn, Magnecord president, stated that with certain engineering refinements, the equipment will be adaptable to television recordings and transcriptions, but declined to set a date when the company would sanction the unit for television use.

The four-channel single-tape recorder was said to be an adaptation of a similar Magnecord unit placed in use last July at 22 airports across the country. Mr. Dunn said the recorder has uses in the medical field and as a medium of inter-communication between police, fire and similar civil defense bodies.

RCA, GE EXTEND SUBLICENSE PACT

RCA and General Electric Co. have reached a new agreement extending to Dec. 31, 1962, RCA's right to sub-license third parties for the manufacture of radio and tv equipment under GE patents on inventions made by GE on or before Dec. 31, 1954.

The agreement, signed March 5, followed by several weeks a decision of the U. S. District Court for the District of Delaware upholding RCA's right to issue such sublicenses under GE and Westinghouse patents for the life of each patent [B•T, Jan. 18]. It was assumed GE would not now appeal that decision, in view of the new agreement, although GE spokesmen could not confirm this assumption directly.

Patents affected by the agreement were described as involving inventions useful in radio, black-and-white television, color television and transistors.

A statement issued by GE's electronics div. last Wednesday pointed out that the decision of the federal court in Delaware meant that, in some cases, RCA's right to issue sublicenses on the GE patents involved might have continued for 20 years or longer, but that "the new agreement limits the sub-licensing rights and the sub-licenses themselves to eight years beyond Dec. 31, 1954."

The sublicensing rights in question in the Delaware court case originally were conferred in an agreement, known as "The A-1 Agreement," entered into by RCA, GE, and Westinghouse in 1932, following a government antitrust suit. GE contended, in a motion joined in by Westinghouse, that the terms of the consent decree should be interpreted as terminating RCA's sublicensing rights as of Dec. 31, 1954.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WRMN Elgin, Ill.	500 w	am	replacement
WLIK Newport, Tenn.	1 kw	am	new station
General Electric Co.			
KGVO-TV Missoula, Mont.	5 kw	tv (ch. 13)	new station

GE also reported shipments of a 35 kw amplifier to WDSM-TV Superior, Wis. (ch. 6), and 12-bay antennas to KGO-TV San Francisco (ch. 7); WGAN-TV Portland, Me. (ch. 13); WBKB (TV) Chicago (ch. 7), and WXYZ-TV Detroit (ch. 7). The company reported orders were received from KCMC-TV Texarkana, Tex. (ch. 6), for a 35 kw amplifier; WCAX-TV Burlington, Vt. (ch 3), 5 kw transmitter, four-bay antenna and studio equipment, and WFIE (TV) Evansville, Ind. (ch. 62), 12 kw amplifier.

Midget Radio

A SMALL radio receiver, weighing about five ounces and capable of being worn like a hearing aid, has been developed by two General Electric engineers, W. F. Chow and J. J. Suran.

The radio was developed in GE's electronics laboratory primarily for civil defense use, and is described as an experimental model, needing further development for mass production.

The model is tuned to 1260 kc, one of two channels allocated for civil defense broadcasting use, and is said to be capable of continuous operation for more than a month without battery replacement. Long battery life is achieved through use of germanium devices that have less power requirements than conventional radio tubes.

DuMont's New Dolly-Tripod

NEW PORTABLE tv dolly and tripod combination, suitable for either studio or field use, was introduced last week by Allen B. DuMont Labs. Tubular legs of the tripod permit taking pictures from a low-level of eight inches above floor or ground to top height of 52 inches. Joined flat steel pads, bottom-faced with serrated rubber, provide firm grip of ground or can clamp easily to dolly for studio use. Tripod folds to a 31-inch length, weighs less than 40 pounds. Dolly's legs can be compressed horizontally to a 27-inch base or expanded to a 44-inch base.

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ABC Seeks NLRB Rule On AFTRA Membership

ABC plans to ask NLRB to rule on whether musicians who perform certain other duties must join AFTRA, following walkout threat by the union in New York, Chicago and Los Angeles network studios.

ABC planned last Thursday to seek an NLRB ruling to determine whether musicians on their stations who perform certain duties beyond those of a strictly musical nature should be compelled to join the American Federation of Television & Radio Artists.

The decision to call on NLRB was made after a threatened walkout by AFTRA members employed in New York, Chicago and Los Angeles was resolved on Wednesday night by union and network officials. AFTRA had issued a warning earlier in the week, claiming it would call a walkout unless musicians on several programs at ABC-TV's WBKB (TV) Chicago joined AFTRA. The union had contended that these musicians, in addition to playing instruments, gave performances of such a nature to bring them under the jurisdiction of AFTRA.

Both ABC-TV spokesmen and George Heller, executive director of AFTRA, said an agreement was reached whereby the musicians at WBKB (TV) would restrict themselves to musical activities. A network spokesman added that ABC-TV considered this agreement as binding until a final determination is made by NLRB.

The episode at WBKB (TV) is the latest in a series of disputes by AFTRA and American Federation of Musicians with respect to holding dual membership cards. Several weeks ago NLRB ruled in a decision affecting musicians at KEX Portland that they need not belong to AFTRA unless they so desired [B•T, March 8]. At that time James C. Petrillo, AFM president, hailed the decision as a "victory" for his union.

Mr. Heller told B•T Thursday that the situations are not analogous because AFTRA did not have an established unit at KEX but has one at WBKB (TV).

AFM Union Asks Air Debate In WOR-AM-TV Dispute

AFM Local 802 offers to pay half the costs of simulcast on WOR-AM-TV New York to debate stands in dispute.

PROPOSAL for a broadcast debate on the merits of their month-old labor dispute was to be made today (Monday) by Local 802, American Federation of Musicians, to management of WOR-AM-TV New York.

The offer was to be made by Al Manuti, president of Local 802, in a telegram to Thomas F. O'Neil, president of General Teleradio, licensee of the stations. In his message, Mr. Manuti will suggest the debate be carried over WOR-AM-TV, the union to pay half the cost.

WOR-AM-TV has been operating for a month without musicians. The dispute began Feb. 28 when an extended contract expired and agreement could not be reached on a method of employing musicians. The union insisted the stations maintain a quota of staff musicians as in the past. The stations demanded the right to hire musicians on a "per program" or "as needed" basis, contending they had the right to operate on the most economical basis possible. The stations had employed 40 staff musicians.

Several sessions were held in the past with the Federal Mediation and Conciliation Service but no progress was made in resolving the dispute. Another meeting will be held Friday.

The union has maintained pickets at the stations' studios since Judge Hammer denied WOR-AM-TV's motion for an injunction restraining picketing. A spokesman for the stations told B•T last Thursday plans are under way to file an appeal before the Appellate Division of the New York Supreme Court by April 15.

Film Council Asks Ban on Foreign Pacts

CONTINUING its fight against "runaway" film production by American producers "who go abroad to take advantage of cheap foreign labor," Hollywood AFL Film Council in an "urgent communication" last week urged industry leaders not to countenance agreements with foreign countries that call for artificial monetary restrictions and subsidiaries for film-making overseas.

The U. S. government should also be a "supporting member" of the American "negotiating team in order to equalize the bargaining power" when foreign government representatives participate in negotiations between the respective film industries, the council said.

Copies of the communication were sent to President Eric Johnston of the Motion Pictures Assn. of America, President Ellis Arnall of the Society of Independent Motion Picture Producers, U. S. Secretary of State John Foster Dulles and other state department officials.

Naming Dolph Thomas as chairman, the council also set up a special standing committee to work with management and fully discuss foreign negotiations. Other members are Herb Aller, Ralph Clare, John Dales Jr., George Flaherty, John Lehners, Pat Somerset and James Tante.

The council, consisting of 29 member unions and guilds, represents more than 24,000 motion picture and tv film workers.

Western RWG Wants Vote on Three Plans

WESTERN Regional Council of the Radio Writers Guild, adding further confusion to the proposed reorganization of writers within the Authors League of America, has notified ALA it wants to vote on three proposed plans rather than just one. If no sanction to this is forthcoming, there will be an immediate membership referendum on requesting the group's release from ALA with contracts intact, it was said. RWG eastern members have been invited to join the western group in its action.

Meanwhile, western members have voted for a referendum on the three re-organization plans: (1) two corporate setups for eastern and western groups respectively, similar to that suggested by Screen Writers Guild and ALA, (2) one corporate group as advocated by RWG's eastern and western councils, and (3) the Television Writers of America proposal of one overall broadcasting writers union.

TWA is intensifying its campaign for radio writers and recently filed for a National Labor Relations Board election to represent them.

WSM-AM-TV and Peabody Plan Summer Workshop

WSM-AM-TV Nashville and Peabody College for Teachers have organized the Peabody-WSM Radio-Television Summer Workshop to show teachers how to produce educational programs.

WSM-TV has experimented with an educational series titled *Let's Find Out.* Audience interest and response was so great that the program was among the ten most popular multi-weekly local tv shows in a recent survey,

COMPLETING plans for the Peabody-WSM Radio-Television Summer Workshop are: Dr. Henry Hill (seated), president, Peabody College; standing (l to r), John H. DeWitt Jr., president, WSM-AM-TV Nashville; Dr. Felix Robb, dean of instruction, Peabody, and Marjorie Cooney, stations' director of special programming.

station said. This prompted WSM-AM-TV to offer teachers the opportunity to create new ones.

The workshop will be under the direction of Marjorie Cooney, WSM-AM-TV director of special programming, and Dr. Felix Robb, dean of instruction at Peabody. It is scheduled for Aug. 2 through 14.

WGAR-WRU Scholarship

WGAR Cleveland and Western Reserve U. will award a four-year WRU scholarship and a part-time job at the station to the grand prize winner of its seventh annual WGAR-WRU Speech Tournament to be held during April and May, Carl E. George, WGAR general manager, and Warren Guthrie, chairman of WRU's speech department, said last week.

The contest among northern Ohio high school seniors will award clock radios to winners in each of four divisions, with the grand winner to be selected from among finalists, they said.

Electronics Scholarship

STUDENTS from Panama, Nicaragua, Honduras, El Salvador and Costa Rica will be offered $1,500 tuition scholarships for two-year courses in electronics at Capitol Radio Engineering Institute, Washington, it was announced last fortnight.

The State Dept. has approved the scholarships program initiated by Eugene H. Rietzke, founder and president of CREI, in cooperation with Friends of the United States of Latin America. The first student will be a 17-year-old Costa Rican.

TV LOOMS LARGE AT RECORD CARTB MEET AS 450 CANADIANS ASSAIL PROBLEMS

Canadian radio and tv broadcasters set record for attendance and work accomplished at 29th annual convention in Quebec. Television for the first time occupies a major part of the CARTB agenda.

PROBLEMS of Canadian television broadcasters for the first time occupied a major portion of the annual meeting of Canadian Assn. of Radio & Television Broadcasters at the Chateau Frontenac Hotel at Quebec last week.

CANADA

Problems peculiar to Canada, such as high customs duties on imported kinescopes and films and customs rebates on commercial kinescopes not approved by Canada's food and drug government censors, were discussed at a full closed meeting of voting delegates on the final morning of the 29th CARTB convention.

Canadian broadcasters unanimously resolved to press their fight for an independent regulatory body, to secure tv licenses for qualified citizens in all markets, to press Ottawa for definition of policy on civil defense broadcasting, and to urge stations to expand usage of BMI music. They also decided to publish a booklet outlining career openings at independent Canadian stations, to assure for radio and tv

THE John J. Gillin Jr. Memorial Award of CARTB was won by CJVI Victoria for public service. Canadian Member of Parliament J. T. Richard of Quebec (c) presents the award to Hugh A. Curtis, CJVI program staff, while William Guild, CJVI manager holds the barometer clock as station's permanent award.

stations the same rights as other publishing media with respect to libel and slander and reporting by audio and visual techniques, to establish a special rate for government business to aid government departments in assessing broadcast advertising costs, and in future to avoid meetings placing "our friends in the CBC" in an embarrassing position by inviting them to discussions or speeches which might cause embarrassment.

The CARTB convention which closed late Wednesday set a record for attendance, with about 450 delegates and guests registered, and also in regard to work done. Future meetings will be divided into separate radio and television sections, with three members of the expanded 17-man board to represent television broadcasters. The three members to sit on the 1954-55 board for tv stations will be announced later. Finley H. MacDonald, CJCH Halifax, was elected president, with Jack Davidson, CJKL Kirkland Lake, as vice president. F. H. Elphicke, CKWX Vancouver, retiring president, conducted all meetings.

At the affiliated television meeting it was decided to plan establishment of a separate tv sales department, to study a code of ethics, to continue discussions with the Canadian Dept. of Customs and Excise on easing customs tariff problems, and to study more complicated television copyright problems. Relations with CBC on film bookings, program regulations and percentage of time for commercials, were reported as progressing satisfactorily. CBC was reported as being more commercially minded on television than on radio and as being more understanding of independent operators' problems.

The final day's meetings included reports on the CARTB teen-age book parade program now doing an exceptional public relations job for independent broadcasters, and a report on a cost accounting and job evaluation program undertaken by 33 stations.

How various stations are using news to build sales was discussed by a panel on the final day, with Sam Ross, CKWX Vancouver; Godfrey Hudson, CFQC Saskatoon, and William Hutton, Radio Press Ltd., Moncton. Detailed operational information on news departments was given by the panel.

Pat Freeman, CARTB sales and research director, in his report on the final afternoon, pointed to increased use of radio by Canadian and American advertisers in Canada in the past year, but warned that eight national sponsors accounted for half of the total national radio advertising expenditures among 700 national advertisers. He outlined the presentation on commercial radio and television to be made to the meeting of the Assn. of Canadian Advertisers at Toronto May 5.

Mestre Boosts Inter-American

More than 400 broadcasters heard Goar Mestre, CMQ Havana, urge CARTB to take a more active part in the Inter-American Assn. of Broadcasters. Mr. Mestre told the opening session of CARTB last Monday at Quebec's Chateau Frontenac Hotel that "the time has come for you to pitch in with your experience, give us the benefit of your counsel, point out the pitfalls already familiar to you, and to feel that the association is just as much yours as it is ours."

In the most heavily attended convention in CARTB's 29-year-history, Mr. Mestre described to Canadian and American broadcasters the problems of radio and television in Latin-America and the need for broadcasters on this continent to continue their fight for "one of the greatest influences in modern democracy, free radio and television.

"In the last seven years we (in Latin-America) have had to wage many battles. Some we have lost, others we have won. . . . Invariably the first symptoms of dictatorship appeared in the radio industry. Dictatorships invariably move in first on radio, later into newspapers and finally into every single human activity.

"Direct attacks on freedom of speech, or freedom of information, destroying or closing up radio stations or newspapers, or jailing newspaper editors, have been rapidly falling in disuse. The attacks on freedom are now taking more subtle forms, directed to control and subject by more indirect methods the in-

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dependence . . . of radio stations or newspapers.

"Freedom of information or the editorial independence are no longer attacked directly. The attacks are now directed at the finances of radio stations and newspapers. We must be alert to detect and denounce these new tactics whenever and wherever they appear.

"Many of us are now looking to you, in Canada, as one of the great nations of the world as we have for years looked upon some European countries and upon the United States. Whatever you do here good or bad is bound to have tremendous influence on many other countries."

Freedom of the broadcast press was the keynote of the CARTB convention's opening day. Don Henshaw, executive of MacLaren Adv. Ltd., Toronto, followed the same theme, pointing out that perhaps it is up to independent Canadian broadcasters to liberate the Canadian Broadcasting Corp. from the job of being both referee of the Canadian industry and a competitor.

He told the convention the public is on the side of the independent broadcaster insofar as he is part of the free press, that in his experience the advertiser does not influence editorial opinion or the news, that the Canadian stations take their culture from the soil and the people of Canada, while CBC takes its meaning of culture from the Massey Commission report. "The fight for freedom of thought is not ended," Mr. Henshaw concluded.

Opening the convention, CARTB president F. H. Elphicke, CKWX Vancouver, reported a membership of 125 stations and 16 television stations. He said business in general has been good, that prospects for the forthcoming year look good but will require greater selling effort, and that "radio cannot be replaced by any other media."

Mr. Elphicke said it is planned to add three more directors to the CARTB board for a total of 17, with the new directors representing tv stations. He felt that for Canadian tv development more stations in each major city should be licensed or Canadians will tend to look more and more at U. S. tv stations in border areas.

"The television screen, far more than the printed page, is going to shape the future of the 'Century of the Common Man'," Malcolm Muggeridge, editor of *Punch*, told the CARTB at its annual dinner. Stating bluntly that there are only two possibilities for tv—state or private interests, he submitted that "all devices like public utilities which purport to provide a middle way are just so much humbug."

JAMES MONTAGNES (l), B•T Canadian representative, receives his Quarter Century Club Award at the CARTB Convention at Quebec from Jack Beardall, CFCO Chatham, chairman, awards committee.

Mr. Muggeridge felt Britain's "independent television authority" which had grown out of his campaigning [B•T, Feb. 22] and that of others for free enterprise tv in Great Britain, is a "rather pitiable little mouse, hampered by every sort of restriction and qualification, which is supposed to produce programs in competition with the British Broadcasting Corp. . . . This arrangement is doubtless the best that could be got through the present House of Commons. . . . When I think of all this timidity, this fear of letting things rip, the nightmare shape of the servile state looms up before me. The appalling truth is that human beings become enslaved, not so much because a condition of slavery is imposed upon them, as because they fear to be free. They protect themselves against the harsh, tumultous currents of life, and in so doing fashion a prison."

At the annual dinner the John J. Gillin Jr. Memorial Award for public service broadcasting was presented to CJVI Victoria, with manager William Guild accepting the award donated by the CARTB in memory of the late John J. Gillin Jr., WOW Omaha, who used to attend all CARTB annual meetings as a delegate from the NARTB.

William D. Forst, chief engineer of CKOM Saskatoon, was presented with the Col. Keith S. Rogers Memorial Award, donated by Canadian General Electric, for his pioneering efforts in the field of unattended operation of broadcast transmitters.

Nine new members were added to the CARTB Quarter Century Club with presentations at the annual dinner, for actively serving the broadcasting industry for 25 years. These were presented to S. Ramsay Lees, Ruthrauff & Ryan Inc., Toronto; Marcel Provost, French Radio Assoc. Ltd., Montreal; H. B. Seabrook, RCA Victor Ltd., Montreal; James Montagnes, B•T, Toronto; Ernest A. Strong, CKCK Regina; Fred Bass, CKWX Vancouver; George Vincent, CKRC Winnipeg; Mrs. Laddie W. Fennell, CJOR Vancouver; and Mrs. Ruby Ramsay Rouse, CFRB Toronto.

With more effort expected to sell radio, panel discussions on various aspects of building sales were featured on the first and second day of the convention. Selling problems and new ideas in broadcasting were presented by advertisers, agency executives, station owners and news services. New ideas included: methods of using 28 local newscasts daily by CJON St. Johns, Nfld.; how to use listener preferences for popular music programs, discussed by T. S. Marshall, WOLF Syracuse; why radio was most economical for his firm to use, by Frank Buckley, Toronto proprietary manufacturer; aversion of consumers to being misled in some types of radio advertising, by Claude Root, Montreal Better Business Bureau; how stations could help agencies on commercials, by Cliff Wingrove, CFPL London.

BBM Meeting

The tenth annual meeting of the Bureau of Broadcast Measurement, Toronto, was presided over by Horace N. Stovin, Toronto, who reported 140 Canadian station members, almost 90% of all Canadian stations. Survey reports for 1954 will be distributed by August. New directors elected were George Bertram, Swift Canadian Ltd., Toronto; Lee Talley, Coca-Cola of Canada, Toronto; William E. Trimble, Baker Adv. Ltd., Toronto; Bob Campbell, J. Walter Thompson Co., Toronto; J. A. duPont, CJAD Montreal; H. N. Stovin, station representative, Toronto, and William F. Hawkins, CFOS Owen Sound, Ont.

A closed meeting, after lively discussion, passed a resolution to add three television directors to the CARTB Board, to sit temporarily on a 14-man board till CARTB bylaws are amended next year.

Board of directors elected for 1954-55 were F. A. Lynds, CKCW Moncton; E. F. MacDonald, CJCH Halifax; F. B. Ricard, CHNO Sudbury; J. P. Lemire, CKCH Hull; H. LePage, CHRC Quebec; Wally Slatter, CJOY Guelph; J. A. duPont, CJAD Montreal; J. E. Campeau, CKLW Windsor; Jack Davidson, CJKL Kirkland Lake; Gerry Gaetz, CJCA Edmonton; J. S. Boyling, CHAB Moose Jaw; J. B. Craig, CKX Brandon; F. H. Elphicke, CKWX Vancouver, and William Rea, CKNW New Westminster.

THE LATEST WCKY STORY

*92% of WCKY's

NIGHT-TIME HOMES ARE NON-TV HOMES

Reach Them with the

WCKY JAMBOREE

7:05-11 pm—7 nites a week

* Nielsen 1952 Circulation Report

WCKY

COMMONS APPROVES COMMERCIAL VIDEO

THE BRITISH House of Commons Thursday voted 296 to 269 in favor of the Churchill government plan to bring commercial television to Great Britain. The bill still must pass many hurdles but its passage is now regarded as assured, with some areas possibly having sponsored tv within 16 months.

ENGLAND

The British Assn. of Chambers of Commerce suggested advertisers and educators set up a code to keep "American-style huskstering" off a projected network. The Free Church Federal Council, a Protestant organization, denounced the plan to end the state-owned tv monopoly.

features

The Tape That Mirrors the Original Sound

irish
BRAND
GREEN BAND Professional

THE FINEST TAPE YOUR RECORDER CAN USE

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does IRISH Green Band RECORD, RETAIN and REPRODUCE the original sound with flawless fidelity.

Instruments will reveal that IRISH Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of IRISH Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to IRISH Green Band quality is the limitation of the tape recorder itself . . . it is the finest tape your recorder can use.

irish
GREEN BAND
Professional

is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel.....$3.30 Net.
2400 feet on metal or fiberglas reel..$7.71 Net.

One day you will surely use IRISH . . . so write today for free sample reel.

SOUND RECORDING

At all leading radio parts distributors

ORRADIO INDUSTRIES, INC.
OPELIKA 9, ALABAMA
World's Largest Exclusive Magnetic Tape Manufacturer
EXPORT DIVISION: Morhan Exporting Corp., 458 Broadway, New York, N. Y.

YOU'VE GOT TO GET AROUND
TO GET THE NEWS!
. . . and if you're a KCMO radio and television newsman . . . you've got to do a lot more. KCMO's news department has won just about every award in the book for doing "a lot more." The big reason? They're all trained reporters . . . journalism school graduates. Besides pounding regular Kansas City news beats to *get* the news, they know how to write it, edit it, and deliver it from the all-important Mid-American angle. And complete KCMO facilities make the job that much more effective. If you're pounding a sales-beat in Mid-America, you can't go wrong in hiring the best news department in Mid-America . . . KCMO's Radio and Television news department.
KCMO
KANSAS CITY, MISSOURI
Radio - 50,000 Watts
TV - Channel 5
Nat'l. Rep.: THE KATZ AGENCY
"It's a Meredith Station"

features

Radio and tv are due for budget boosts from big advertisers who believe that . . .

SALES CAN BEAT A SLUMP

by J. Frank Beatty

BUSINESS is lousy; business is fine. Sales are down; sales are up.

It all depends on who's talking. But it's obvious there are signs of a slump, recession, readjustment, inventory dissolution, deviation in cyclic persistency or any one of the lacy words that economists like to use.

The economists are fretting; but the advertisers, who have to keep people spending their money, aren't—at least, not much.

B•T has contacted some of the key figures in the nation's business, political and industrial life to find out what they think about the state of America's economic health.

At the same time it has tapped the views of those who guide the nation's spending habits—advertising directors.

Prophets of gloom moan about a possible 5% drop in business this year. Eager advertisers will remind them it would merely be a 5% drop from the best year in all history.

It's Time to Advertise

Symptoms of economic trouble set up an ideal situation for advertising, providing the chance to get larger budgets from corporation boards. These provide the chance to inform people about products and services—inform them so well and so effectively that they will buy as they have never bought before.

If there's a dip in the business cycle, or even a slump, the nation's leading advertisers want to sell the nation into prosperity.

Over a score of typical advertising executives, representing large and small companies in many types of products and services, have advertising budgets as large as last year, or larger.

They told B•T at the recent Assn. of National Advertisers convention what they are doing this year. Many of them said they are using more radio than ever before. They like tv, and are constantly buying more but they're no longer "television happy."

A lot of advertisers scoffed at leading questions about the effects of economic trends. "You Easteners are slump nuts," one West Coast advertiser said. "Don't quote me, but the politicians and economists are talking you into it." He has a lot of advertiser friends who feel the same way.

Advertising executives think in terms of selling. They are more interested in selling than in fat-chewing about recessions.

On the other hand, there are the economists and the hard-bitten business leaders who have a high-level perspective. They take a broad and realistic look at what has happened and what the future holds.

Advertisers are sensitive to what's happening today, and what will happen tomorrow. Many of the biggest, selling competitively, aren't hit.

In the competitive soap-detergent field, a spokesman who speaks with authority but insists on anonymity, said, "We expect our business to stay good. We see no softening in the demand for our soaps and detergents. Our highly competitive industry has become even more competitive with the entry of the large chemical companies into the detergent field. So you can expect aggressive advertising to continue to be an important part of our business. There may be minor shifts between the amount of radio and tv time used, but both will continue as important advertising media for us."

Raising Living Standards

This company will continue to sell. Looking at the economic situation another way, Arno H. Johnson, J. Walter Thompson Co. vice president and research director, said, "The magic of consumption offers an opportunity for utilizing our increased productive ability in the positive form of a better standard of living. Only a 1½% increase in consumer buying in 1954 is needed to offset defense cuts."

Dr. Gabriel Hauge, economic advisor to President Eisenhower, summed it up like this, "The chances are excellent that we can emerge from a war for the first time without falling on our faces. We haven't yet seen a chain reaction of the type that brings a depression. The adjustment so far is, by and large, an inventory adjustment. The decline in gross national product is the same as the inventory decline."

MR. BRISTOL

MR. SCHMIDT

MR. McCLELLAN

adjustment. The decline in gross national product is the same as the inventory decline.

A realistic look at the economic picture was taken by Dr. Emerson P. Schmidt, director of economic research, U. S. Chamber of Commerce. "The first months of 1954 have developed about as expected—down some from 1953 but still indicating that this will be a good business year," he said. "About 60 million people are at work, total personal income is up slightly over a year ago, and prices are remarkably stable. The farm price decline seems about over.

"Steel production, automobile output and freight carloadings are substantially lower than last year, indicating that we have not yet reached the bottom of the current business decline. Indeed, the high postwar level of business activity now bears careful, calm, imaginative watching. It can be sustained but not without some further shifts and adjustments here and there in price, tax and profit relationships."

How strong is the United States? Richard L. Bowditch, president of the U. S. Chamber, listed these realities:

- 60 million employed, 5 million above World War II peak; 3 million unemployed.
- National income over $300 billion a year ($292 billion in 1952, $278 billion in 1951).
- Disposal income (after taxes) $249 billion per year ($235 billion in 1952, $225 billion in 1951).
- Business profits $19.6 billion in 1953, exceeded only in 1948, 1950 and 1951.
- New and improved products offered public.
- Large population increases.

General Motors is spending a billion dollars for plant expansion in the next two years, "affirming its faith in our country," said Harlow H. Curtice, president. Sixty per cent of the program will be completed in 1954. Mr. Curtice said the expansion "will enable GM to continue to make its full contribution to a strong and expanding national economy."

Secretary of Commerce Sinclair Weeks told B•T that recent department surveys reported business sales expectations in general will be about the same as last year, with durable goods looking for an 8% dip and utilities expecting a 10% rise.

"Output of goods and services in 1953 was figured at $367.2 billion, highest in history," he said. "In the second half of the year transition from a Korean war economy to a peace economy began. Naturally it was recognized that following the slow-down of the earlier defense expansion, certain readjustments would occur in the civilian economy. Some of these readjustments are over and others continue.

"The annual rate of national output has gone down but the decline so far has been moderate. Even so, we are operating at a current rate a bit below $360 billion. The total for 1952 was $348 billion. So we are much better off than two short years ago."

In the agency field Frederic R. Gamble, president of American Assn. of Advertising Agencies, told B•T that "overall, more agencies are ahead of last year than behind."

"This is a particularly good time to advertise," he added. "Most advertisers are stepping up their appropriations. It's just a matter of shaking the money loose."

Mr. Gamble recalled that the American Statistical Assn. had predicted this will be "the second best year in our history." He added, "Can this be construed as a depression?"

Harold C. McClellan, president of the National Assn. of Manufacturers, said: "Many are declaring that we are in a recession or heading for a depression. This is an election year and some who are predicting a serious slump are using the current uncertainty to discredit the administration. Others are wholly sincere, but are frightened and see signs of trouble everywhere.

"Certainly there are indications of something, and all of us want to know whether we are in serious economic danger. In my opinion, the basic elements which call for either recession or depression are not present, and they will appear only if we create them.

"I, for one, welcome signs pointing to the fact that we are, at long last, entering a period of transition—a transition from an era of socialism in government which sorely threatened our whole system of free enterprise to a period promising a return to the philosophy of a free, competitive economic system, which built this country great and strong."

What do advertisers think? Here are their views about business and advertising:

Sam Thompson, vice president and general advertising - merchandising manager, Borden Food Products Co. (Borden Co.)—There's no sign of depression in the food products division although milk is feeling seasonal and price influences. Advertising is up 10%. We made the mistake of putting radio in the background the last two years but are starting to use more. Tv and newspapers are the principal media, however. Coffee sales are much higher but Star-Lac milk is down.

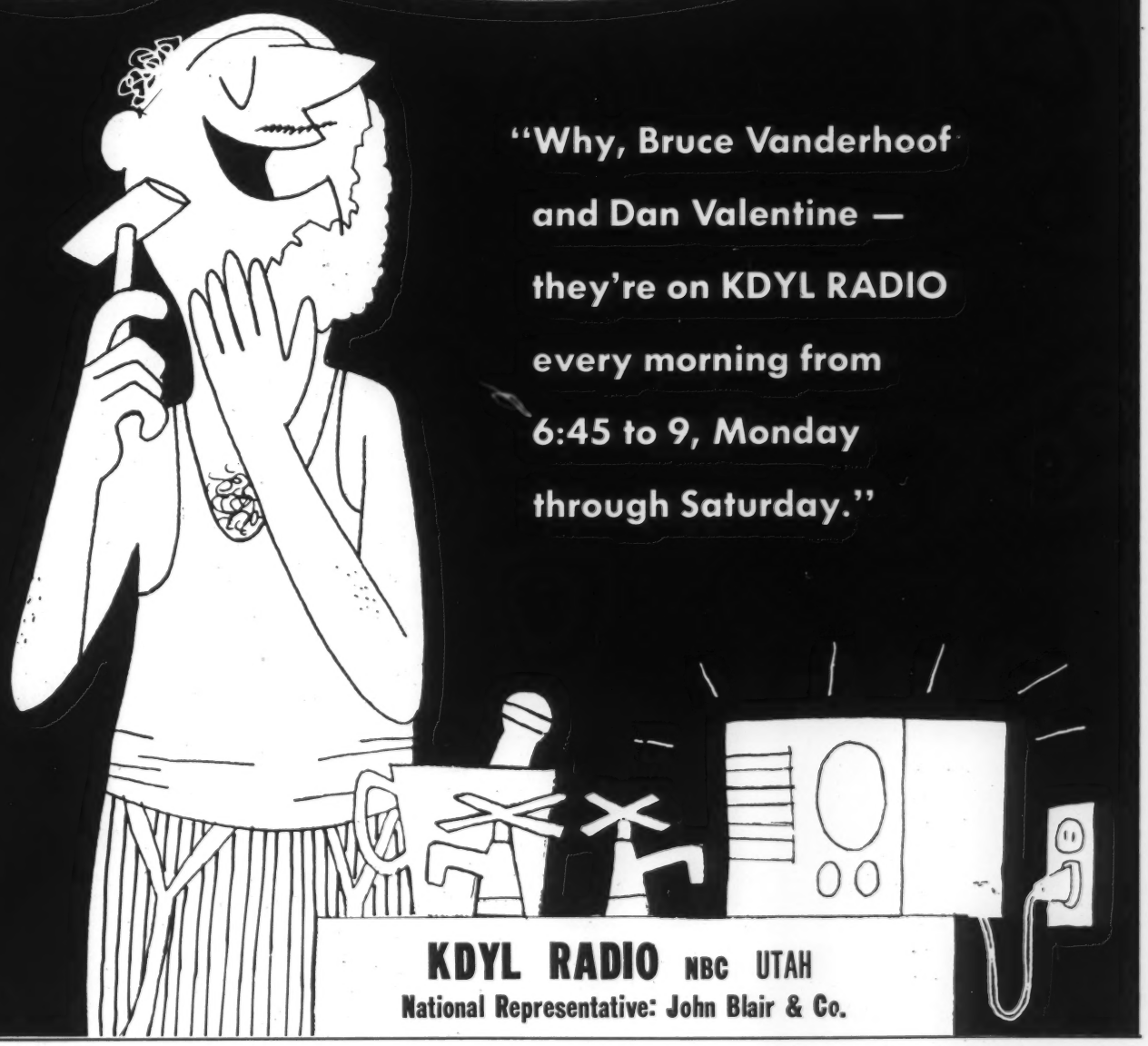
Lee H. Bristol Jr., advertising manager, Bristol-Myers Co.—Maybe a readjustment or recession is coming, but we haven't seen it yet. Bristol-Myers is doing a lot of local radio and tv buying, along with *Nora Drake,* CBS Radio; *Man Behind the Badge* and *Pride of the Family,* CBS-TV; *Show of Shows,* NBC-TV; *Garry Moore,* CBS-TV. Trushay is on 70 radio stations locally and we are on *Godfrey Digest,* CBS Radio. Our advertising budget is above 1953.

William G. Power, advertising manager, Chevrolet Motor Div. of General Motors Corp.—Someone said business may be off 5% this year. Five per cent of what—5% of the biggest year in history. Chevrolet is using local radio, our own programs, to bring people into our showrooms, as well as two television programs plus dozens of tv spot campaigns. We hope to sell 1,700,000 Chevrolets this year. That's bad—we can make 2 million.

Lauren K. Hagaman, advertising and sales promotion director, Congoleum-Nairn—Our total advertising budget is up about 50% to accommodate television. Last Jan. 26 we started *Mr. & Mrs. North* every other week and we used a little tv last year. We haven't been a major tv advertiser since the original *Garroway-at-Large* program.

Clark Pettit, advertising manager, Crown Zellerbach Corp., Consumer Products Div.—The paper business hasn't felt any depression. All this slump talk seems to come out of the East. Our sales of newsprint and magazine paper, plus our wide line of consumer products, are up all along the line and advertising is up, too. At present we use little radio and tv but are making plans to use the media, especially tv on the West

WHO'S IN THE BATHROOM WITH DADDY?



"Why, Bruce Vanderhoof and Dan Valentine — they're on KDYL RADIO every morning from 6:45 to 9, Monday through Saturday."

KDYL RADIO NBC UTAH

National Representative: John Blair & Co.

The atmosphere is always conducive to soaring sales curves in Los Angeles . . . especially in the Summer. Southern California's three summer months account for more than a quarter of the year's total retail sales. During these months, all-important food store sales (and service station sales, too) rocket to their highest peaks!

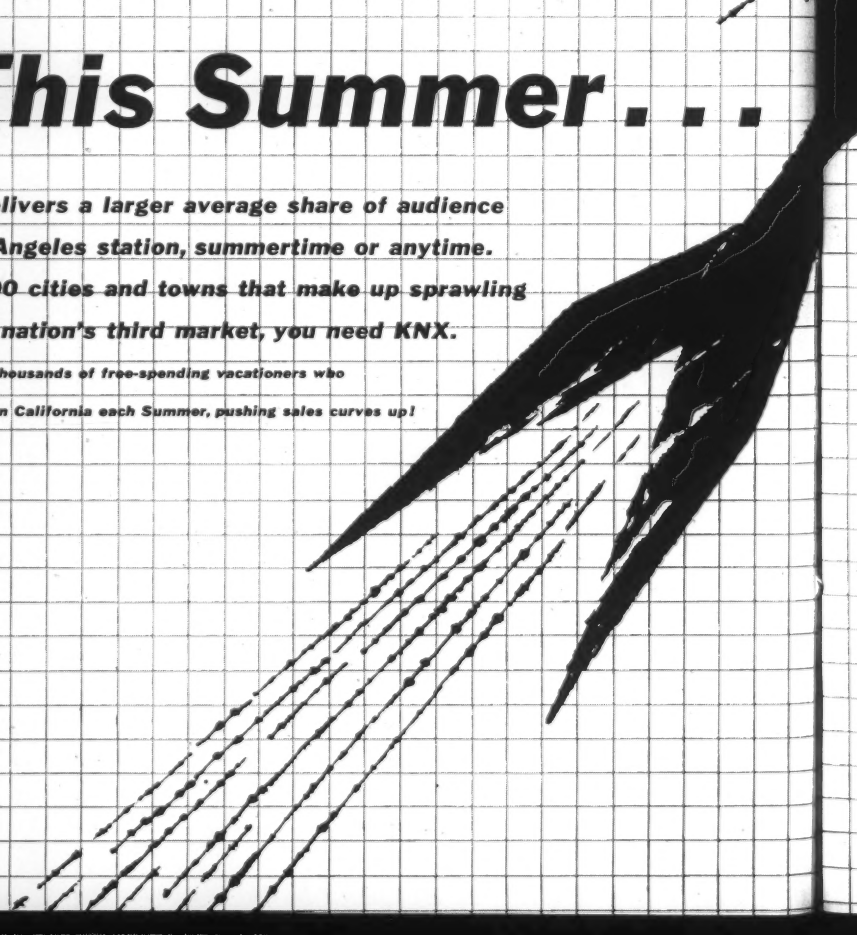
*There's a very simple reason why all the time is good time here. Southern Californians work and play in sunshine and mild climate all year round, with no seasonal changes in their living habits. Naturally, their buying follows the same steady, year-round pattern.**

So does their radio listening. Last year, for example, July-August tune-in was within 2% of September-October.

This Summer . . .

And KNX delivers a larger average share of audience than any other Los Angeles station, summertime or anytime. To sell the 200 cities and towns that make up sprawling Los Angeles, the nation's third market, you need KNX.

**And don't forget the thousands of free-spending vacationers who pour into Southern California each Summer, pushing sales curves up!*



Sources on request

get a *lift* with KNX!

Los Angeles • 50,000 watts

CBS Owned • Represented by

CBS Radio Spot Sales

Coast. We market mostly in the 11 western states plus areas in the East and South.

Edward Bodensiek, advertising department, Dow Chemical Co.—Dow is meeting the current business cycle with an advertising budget far ahead of last year. Radio and television are double the 1953 figure. Our Saran-Wrap, transparent plastic food wrapper, is meeting a fast-growing demand, stimulated by radio and tv. Television includes *Today, Kate Smith* and *Show of Shows* on NBC-TV; local tv in 13 cities; radio on WWSW Pittsburgh, with test radio campaigns in a number of markets.

Lester A. Aue, advertising manager, Drackett Co.—Sales of our household lines (Windex, Drano) are up. Depression? We don't see any depression signs in our business. Spot radio is up about 20% over last year, mainly participations. Television is up, too, by around 50%, also based on participations.

William A. Hart, director of advertising, E. I. duPont de Nemours & Co.—Our economists estimate business may drop between 5% and 10% this year. Our advertising budget is up, however. We are using no radio at present. *Cavalcade of America,* now on ABC-TV, is the backbone of our tv promotion. Textiles were hit hard last year so we felt the economic change ahead of many companies.

Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.—I don't see any recession. People are still buying gasoline and we are making it easier to buy with our new quick-action credit card. Total radio and television are up, with radio about the same as tv.

Russell B. Weston, manager of advertising and sales promotion, Ethyl Corp.—For some time Ethyl Corp. has been out of television but we are re-entering the medium. (Ethyl has bought a 26-week film series, *The Big Playback,* for sponsorship in 55 markets on a spot basis starting in May.)

Ben R. Donaldson, advertising and sales promotion manager, Ford Motor Co.—A defeatist complex never would have permitted us to progress as far as we have in advertising. Our radio and television activity is up, with a lot of spots. Total advertising is down because we don't have an institutional program under way at this time.

Harry Swan, in charge of Ford dealer and Ford Div. co-op advertising—Radio and television campaigns are moving upward. Recently we added Edward R. Murrow on CBS Radio plus spot.

George B. Park, manager, advertising and sales promotion services department, General Electric Co. (Market Services Div.)—General Electric's advertising is up considerably. We've just re-evaluated radio. You're going to see more and more local co-op advertising. Television is up, too. Despite a massive array of good solid facts on day-to-day and week-to-week performance of the national business pace which indicate stability and strength, such words as readjustment, economic slide, reduced volume and unbalanced inventories continue. I am by no means convinced a recession is inevitable. If it comes, it will be the best advertised slump in history. The advance publicity has been terrific.

Frank C. Marshall, advertising manager, G. F. Hueblein & Bro.—We are using radio participations, including Marjorie Mills, in 19 markets to promote A-1 sauce, and have been in radio and tv six years. In the East we are also buying tv spots, especially children's shows, for Maltex cereal and Maypo oats. Radio is doing a good job. The advertising budget for the whole company is well above last year. We acquired Maltex Co. last summer and recently bought Andersens' soups on the West Coast, where local radio and tv are being used.

William Jones, advertising department, Hoover Co.—The Hoover Co. is using more television than last year, including the *Garry Moore* CBS-TV program, plus radio and tv dealer co-ops.

Abe Perry, advertising department, Humble Oil & Refining Co.—We don't have a depression, or a recession, or a slump except for some effects of the drought. Our basic use of radio is the annual autumn Southwestern Conference football network, now in its 20th year. Humble uses as many as 55 stations on a Saturday. Humble is sponsoring a 30-minute "Texas in Review" series on 14 stations in eight markets.

Oliver B. Capelle, advertising manager, Miles Labs.—We are showing our confidence by increasing our radio and tv equipments. Addition of *Break the Bank* on NBC five times weekly led to deletion of *One Man's Family* but this has not cut our total radio, since aural commitments are higher than a year ago. Other radio includes *News of the World,* NBC; *Hilltop House* and *Curt Massey Time* on CBS, plus *Curt Massey Time* currently on MBS. Our television spots cover all leading markets—20-second and one-minute participations. Radio is at a peak. We haven't cut radio while adding tv. Radio still sells for us. A year ago a Bactine radio offer of a *One Man's Family* album for 25 cents and boxtop brought a quarter-million replies. Our products are not as sensitive to economic ups and downs as automobiles and durable products.

H. Joseph Hull Jr., advertising manager, New Holland Machine Co.—The farmer today has more cash assets and securities than total indebtedness. Purchases by farmers this year will equal those in 1953. Have you noticed how radio is coming back? As far as New Holland is concerned, radio provides better rural coverage for less money, compared to television. We expect to resume buying farm radio. The rural market is well-defined. We can reach any particular group in any area with radio.

John Alden, vice president in charge of advertising, Norwich Pharmacal Co.—Our advertising is running a little ahead of last year, including some radio and television news.

H. M. Kennedy, director of advertising and publicity, Prudential Insurance Co. of America—Total radio and television advertising is about the same as 1953, with a little less radio and a little more television. The campaign includes Jack Berch on ABC Radio and *You Are There,* CBS-TV. Radio reaches places tv doesn't. Our experience shows that radio is an effective medium.

Fran Smawley, Jos. Schlitz Brewing Co.—We haven't seen any depression. Business is fine. Schlitz is opening a $20 million West Coast plant. Our total advertising budget is up, mostly due to the higher costs of particular campaigns. Our CBS-TV *Schlitz Playhouse of Stars* is on 103 stations.

M. H. Straight, advertising manager, Spencer Chemical Co.—Spencer Chemical may get into radio and television soon for its fertilizer, using farm programs, plus promotion for polyethylene packaging products.

Norman Baldock, advertising department, E. R. Squibb & Sons—This depression talk is over rated. Our tv budget is running 50% above last year, including NBC-TV *Today* and film spots in a score of cities to promote Sweeta (liquid saccharine) and other products.

Norman B. Smith, advertising manager, Sunshine Biscuit Inc.—What depression? If anybody's feeling a depression, it's time for their salesmen to go to work. We're buying more radio and television than last year, concentrating on spots.

Frank W. Mansfield, manager, sales research department, Sylvania Electric Products—I don't see any recession, but if one comes that will be the time to step up advertising. It must be effective advertising, however. Our 1954 budget is not frozen; there has been no decline in our advertising expenditures.

Russell G. Partridge, advertising manager, United Fruit Co.—Right now we're not active in radio and tv except for some experimenting with color. We've found color film better than live colorcasts, using the famous Chiquita Banana spots that were so well received several years ago. Our problem is an inadequate banana supply. We're not advertisers—we're educators. If we have a message, we'll find the best way to tell it.

Charles M. Schmidt, assistant director of advertising, United States Steel Corp.—We have now arrived at the postwar period we had anticipated. There's no recession though a decrease in the production rate is very noticable. We had planned a time when increased advertising and indirect selling would be used. These plans will be put into operation. The current economic adjustment is no surprise or shock.

Radio is successful and economical in reaching the farm market. American Fence is using radio in the South and other products will buy time. We are using radio in the early morning. A radio test for ammonium sulphate may be the forerunner for a larger campaign. Returns on a Pennsylvania test for this product were 50-to-1 for money spent. Our total advertising is up.

Now Together . . .
Philadelphia's Top TV Personality and America's Top-rated Kitchen Show

Alan Scott, new star of "LET SCOTT DO IT," meets his cast.

Alan Scott, Philadelphia's outstanding radio and television personality for the past 18 years, has been named host conversationalist on America's highest rated kitchen show, now titled "LET SCOTT DO IT."

All the features which helped make WPTZ's kitchen show the highest rated of its kind in all television when titled "Let Skinner Do It" have been retained —Jane King; the Mechanical Man; outstanding music and conversation; the ever-popular cartoons; and the helpful household hints. All this plus Alan Scott.

Developed by WPTZ, the "Let Scott Do It" format has reached ratings of 20.0 (January 1954, ARB). Ratings of 10.0 are the average, not the exception. For 1954 the average is 10.1 in ARB, 9.0 in Telepulse.

Now, with Alan Scott joining WPTZ's roster of top-notch personalities, even greater things are expected for the 9:00 to 10:00 daily "Let Scott Do It" program. The same is true of WPTZ's afternoon "Spotlight" program, on which Scott will also appear.

A few of the advertisers who have sponsored Alan Scott or participated in shows conducted by him are . . .

White Sewing Machine	Proctor Irons
Admiral	Amana Freezer
Whirlpool Washer	General Electric (Blanket)

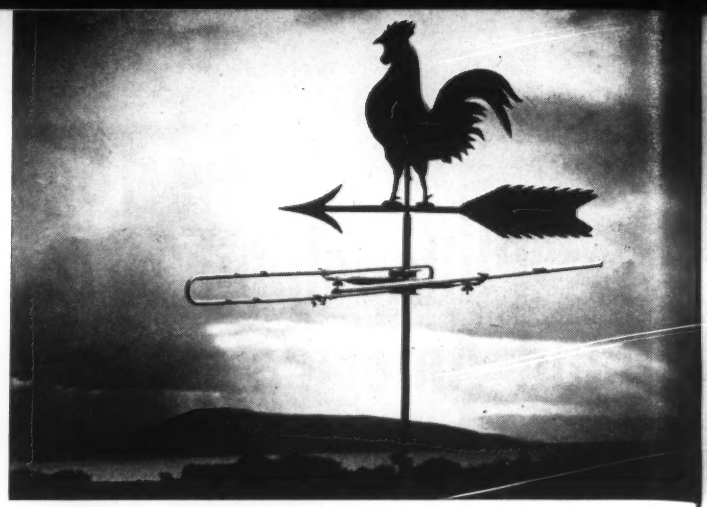
Learn the full story of "Let Scott Do It." It's Philadelphia's outstanding television success in moving merchandise. Give us a call now, LOcust 4-5550, or see your Free & Peters "Colonel" right away.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA/channel 3

WESTINGHOUSE BROADCASTING COMPANY, Inc.

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ



DAYTIME TELEVISION

THE LIST OF SPONSORS OF NETWORK AND SPOT GROWS STEADILY

DAYTIME television is here to stay and on a major scale. More hours of station operation; larger daytime audiences and higher program ratings, greater revenue from daytime tv sponsors—network, spot and local—all add up to the incontrovertible fact that daytime television is fast becoming as ubiquitous as daytime radio.

• The average number of daytime tv sets in use from 1952 to 1953 rose by more than a million for the morning hours 10-11 a.m. and 11-12 noon and the late afternoon 5-6 p.m. hour, and by more than half a million for every hour from 8 a.m. to 6 p.m.

• The three major soap companies—Procter & Gamble Co., Lever Brothers Co. and Colgate-Palmolive Co.—are expanding their daytime tv activities.

• The top four weekday daytime tv programs reach more homes per broadcast than the most popular radio program at any time of the week, according to Nielsen statistics.

• Tv network daytime time sales last December were up 50% over those of December 1952 and for the year 1953 rose 35% over 1952.

• Spot tv also prospers, as stations add more hours of operation and advertisers go after steadily increasing daytime viewing audiences.

When, in November 1948, DuMont began a schedule of weekday daytime programming it was greeted with many comments to the effect that "tv is fine for the evening but nobody's going to watch during the daytime." When, just about two years ago, NBC started *Today* in the 7-9 a.m. slot, the chorus was changed but slightly: "No one's going to watch tv at that time of day."

The figures prove that the gloom-spreaders were wrong. The American family, especially the American housewife, has taken to daytime television, even at 7 a.m., as it has taken to every other device for making life easier and more pleasant. *Today* has found such an avid audience for early morning tv news and entertainment that just two weeks ago CBS launched *The Morning Show* as a direct competitor for these 7-9 a.m. viewers.

Primarily a news program, *The Morning Show* spices its straight reporting with a magic weather map that apparently deposits snow and rain where they actually are, shows wind direction by moving arrows and the like. The program also includes interviews with personalities in the day's news, such as Treasurer of the United States Ivy Baker Priest on the initial telecast on Income Tax Day, and occasional humerous interludes provided by the Baird puppets.

Commenting on the move into early morning telecasting, Hubbell Robinson Jr., CBS Television vice president in charge of network programs, said:

The premiere of "The Morning Show" on CBS Television represents the further extension of a daytime schedule which has been expanding steadily over the past few years. This expansion has been made possible by improved programming and the advertisers' growing awareness of the values and productivity of the daytime hours.

Some facts and figures help to explain this healthy and continued growth. First, is obviously the matter of costs. Daytime rates are 50% lower than in the evening. Program costs are 60% to 80% lower. The economics of daytime television are extremely favorable if they are efficiently realized.

The opportunity, in terms of advertising impression, is equally impressive. A one-quarter hour of daytime programming, over CBS Television, gives the advertiser the same three minute selling opportunity that a half-hour nighttime offers.

The upbeat in the daytime sets-in-use figures are also significant. For 1953, they were 6% higher than they were during 1952. Couple this with the constantly increasing number of television homes and the constantly expanding potential daytime circulation and it is clearly evident that daytime television has great values for the advertisers who buy shrewdly.

The size of this growing opportunity is dramatically indicated by the fact that there were approximately 44% more actual viewing homes available in the daytime during 1953 than there were in 1952. These figures underscore the increasing value daytime programming is offering advertisers, with more and more families available at relatively lower costs and a resulting decline in cost-per-thousand. "The Morning Show" is designed to further extend this value pattern and to provide additional opportunities for medium and low budget advertisers to put television to work for them.

The entire development of CBS daytime television is an interesting example of how difficult it is to predict public taste, trends and habits in viewing. It was not so long ago that it was argued with great force and logic that daytime television could never become as important a part of people's living habits as evening television. It was felt that women simply could not take the time away from the management of their homes to give tele-

MEASUREMENTS OF DAYTIME TV GROWTH

(All figures from A. C. Nielsen Co.)

TOTAL TV HOMES USING TV BY HOURS OF DAY
Average Per Minute During Hour
DECEMBER

	1952 (% and No. of Tv Homes)		1953 (% and No. of Tv Homes)	
7 A.M.- 8 A.M.	1.5	306,582	1.8	485,514
8 A.M.- 9 A.M.	3.6	735,797	4.9	1,321,677
9 A.M.-10 A.M.	5.9	1,205,889	8.3	2,238,759
10 A.M.-11 A.M.	13.3	2,718,360	14.0	3,776,220
11 A.M.-12 Noon	18.0	3,678,984	16.8	4,531,464
12 Noon-1 P.M.	21.7	4,435,220	18.7	5,043,951
1 P.M.- 2 P.M.	21.3	4,353,464	18.8	5,070,924
2 P.M.- 3 P.M.	21.8	4,455,658	19.1	5,151,843
3 P.M.- 4 P.M.	24.5	5,007,506	21.0	5,664,330
4 P.M.- 5 P.M.	29.0	5,927,252	25.5	6,878,115
5 P.M.- 6 P.M.	36.9	7,541,917	33.8	9,116,874

TOTAL TV SETS

1953—26,973,000
1952—20,438,800

DAYTIME RATINGS AND COST COMPARISONS: RADIO VS. TV
(Based on "Middle 5" Shows, Ranked by Nielsen-Rating)
October 1953

	Homes Reached	Cost Per 1,000 Comm'l Minutes
Radio	1,745,000	$ .80
Tv	2,148,000	$1.67

NIELSEN TELEVISION INDEX
Top Daytime Tv Shows
(excluding children's shows)
Two Weeks Ending Jan. 23, 1954

Program	Homes Reached	Nielsen Rating	Year Ago
Strike It Rich	5,413,000	20.7	3,578,000
Big Payoff	5,232,000	19.7	3,009,000
On Your Account	4,791,000	18.1	not on
Search for Tomorrow	4,773,000	18.1	3,551,000
Guiding Light	4,506,000	17.2	2,687,000

DAYTIME PROGRAM TYPE COMPARISONS
(excluding children's)
Two Weeks Ending Jan. 23, 1954

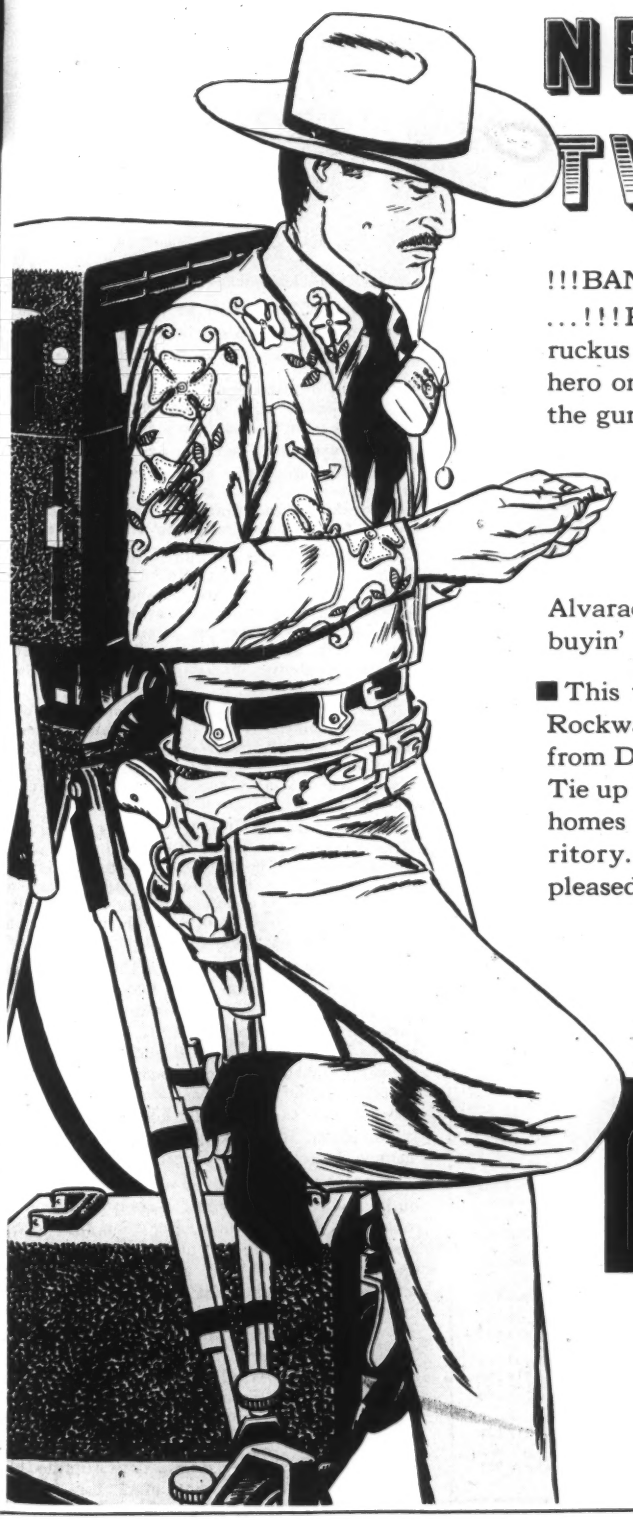
	Average Nielsen-Rating	Highest	Lowest
7 Serials	12.3	18.1	6.1
13 Other Mon.-Fri. Shows	13.7	20.7	5.3

NIELSEN TELEVISION INDEX
Trend of Tv Viewing in the Average Tv Home
Total Hours Listened per day—Nov. and Dec.

	Day	Night	Total
1950	1.53	3.35	4.88
1951	1.75	3.28	5.03
1952	1.89	3.11	5.00
1953	1.73	3.09	4.82

ALVARADO is the top rider

ALONG THE NEW CHISHOLM TV TRAIL



!!!BANG!!!WHAM BAMM!!!PUTTHINNNG ...!!!POW!!!... hold your hoss, Podnah. That ruckus is just a posse of small fry rescuing the hero on FRONTIER PLAYHOUSE — and when the gun smoke drifts away, they'll be watchin' for Alvarado, their favorite in-person cowhand. This long, lanky hombre strolls on camera between western sagas and suggests that his cap pistol pals buy his favorite products. They do just what Alvarado suggests — or talk the ranch-boss into buyin' 'em.

■ This tale is true not only in Chisholm (over in Rockwall County, Texas — about an hour's gallop from Dallas) but all across the WFAA-TV spread. Tie up with Alvarado and he'll put your brand into homes all over the DALLAS-Fort Worth TV territory. One of Mr. Petry's hands will be right pleased to show you how.

Today's crowd: 320,500 TV Homes

Channel 8

WFAA-TV

DALLAS — Fort Worth

NBC • ABC • DUMONT

RALPH NIMMONS, Station Manager

EDWARD PETRY & CO., National Representative

Television Service of The Dallas Morning News

vision the kind of concentrated attention it demanded to be enjoyed. This was felt to be particularly true around the middle of the day when noon-time meals were in preparation. In general, and specifically, attractive entertainment has proved all these preconceptions to be wrong.

Daytime serials which require the most concentrated listening have built impressive audiences from 12:00 to 1:00 on CBS Television. And throughout the day, circulation has built steadily and is still building. It would certainly seem to give factual support to our long time faith in the premise that if you give the American home sufficiently attractive, compelling programming at almost any hour they will adjust their habits so they can look at it.

A survey conducted by CBS Television during 1953 revealed that 96 out of 100 homes, tuned to the average daytime program, had at least one viewer actually at the set—further documentation that programming controls people's habits.

Our long time faith in this concept has dictated CBS Television's tremendous investment in daytime television in terms of both manpower and money. We believe its value is going to grow even greater as we and our clients continue to learn to use it even more effectively.

NBC is itself pleased with the way *Today* has succeeded in attracting listeners and participating sponsors, including many advertisers new to tv who were attracted by the program's magazine format which allows them to use it for short-term special occasion advertising as well as for the conventional 13-week, 26-week and 39-week campaigns of the broadcast media. In 1953 *Today* had twice as many sponsors as in 1952 (77 to 38) and it is also noteworthy that nearly half of the year's total (38) used the program during December for pre-Christmas advertising.

NBC's gross time sales for *Today* last year totaled $5,206,995, nearly three times the program's 1952 gross of $1,922,718, according to Publishers Information Bureau records.

NBC officials estimate that during the first quarter of this year *Today* will bill $2.75 million—more than its entire 1952 billings and more than half of its total billings for 1953. For March, the program is approximately 85% sold out.

The success of *Today*, which the network is planning to expand to the West Coast, at least for one hour daily perhaps beginning with the fall season, has prompted NBC to employ much the same formula in another daytime program, *Home*, which began March 1 in the Monday-Friday 11 a.m. to 12 noon period.

With Arlene Francis as mistress of ceremonies and including televersions of the features of any good woman's service magazine, *Home* in its first week on the air doubled NBC's share of the tv audience during that hour, achieving a 31.8 average share of audience compared to a 19.1 for the first week of February and a rating for *Home* of 5.7 in contrast to the previous rating of 2.7 for NBC's February programming during the 11-12 morning hour.

KEY figures in CBS-TV's *The Morning Show*, 7-9 a.m. EST, are (l to r) anchor man Walter Cronkite, Paul Levitan, special events director of CBS Television and newsman Charles Collingwood.

The *Home* show, which started with 10 advertisers already signed for a total of 228 participations [B•T, March 1], has booked two additional sponsors—the first since the program was launched—and received an extension from one of its original participants. Necchi Sewing Machine Co., through Cecil & Presbrey, New York, signed for 13 participations starting the first of April, and Peerless Electric Co. (Broil-Quik), through Zlowe Co., New York, signed for four starting tomorrow (Tuesday). Avco Mfg. Co. (Crosley and Bendix division), which signed for 13 participations before the program was launched, bought an additional 39 to run at the rate of one a week, starting May 31. Avco agency is Benton & Bowles, New York.

George H. Frey, NBC vice president in charge of tv network sales, told B•T:

There is no doubt that more and more advertisers are coming to realize the tremendous economy and efficiency of daytime television and the fact that daytime tv offers them an unequalled opportunity to demonstrate products to the housewife without having to pay the premium rates of evening time.

At NBC-TV, this is evident in the record number of daytime hours now sponsored on the network—more time by far than we ever before have sold for daytime tv.

The reasons, we believe, are obvious:

NBC-TV offers the advertiser a wide scope of daytime programs sold under a variety of sponsorship plans that open up television to clients of all sizes, interests and budgets.

There are programs such as "Ding Dong School," "One Man's Family," "The Kate Smith Hour," "Hawkins Falls," and "Bride and Groom," which are sold in conventional quarter-hour segments either as a single buy or an entire strip. In this group you'll find dramatic serials, audience participation and variety shows.

There are participating sponsorship programs—"Today" from 7-9 a.m. and "Home" from 11 a.m.-12 noon—program and selling concepts which were pioneered by NBC and which are available for any number of commercial insertions from one on up.

Include "Howdy Doody" for children and "The Pinky Lee Show" for both youngsters and adults and you've got a daytime programming schedule with appeal to advertisers of anything from five-cent products to expensive appliances—a client range which in fact exists for NBC-TV daytime television.

ABC signed the first sponsor for its television version of *Breakfast Club* two weeks ago—Philco Corp., which has sponsored the 9:45-10 a.m. portion of *Breakfast Club* on ABC Radio for the past 8½ years, will add sponsorship of the same quarter-hour of the show on ABC-TV effective today (Mon.) for two weeks and will sponsor the same quarter-hour on Mondays, Wednesdays and Fridays, thereafter. Philco agency: Hutchins Adv., Philadelphia.

ABC, handicapped by budget limitations until its merger with United Paramount theatres a year ago and since then fully occupied with bringing its nighttime tv schedule up to the level of NBC and CBS, deliberately refrained from entering the daytime tv field until last month, when it began simulcasting its most popular morning radio program, Don McNeill's *Breakfast Club*. Spotted at 9-10 a.m. EST, following NBC's *Today* and preceding *Arthur Godfrey Time* on CBS, *Breakfast Club* will, ABC confidently expects, win equal popularity with viewers and sponsors.

ABC's attitude on daytime tv is summed up in the following statement, made for B•T by

THE NETWORKS IN THE DAYTIME

DAYTIME TV NETWORK

	December 1952		Year 1952		December 1953		Year 1953	
	No. of Sponsors	Gross Time Charges	No. of Sponsors	Gross Time Charges	No. of Sponsors	Gross Time Charges	No. of Sponsors	Gross Time Charges
Today	11	$ 241,215	38	$ 1,922,718	36	$ 883,680	77	$ 5,206,995
Kate Smith Show	14	612,175	20	6,945,445	12	597,105	21	4,268,167
Howdy Doody	7	345,850	11	3,792,305	7	569,887	8	4,785,183
Welcome Travelers	4	247,405	4	878,125	2	281,557	4	3,181,696
Other NBC		281,670		3,569,385		405,850		3,424,954
Total NBC	35	$1,728,315	75	$17,107,978	56	$2,738,079	106	$20,866,995
Arthur Godfrey Time	7	521,191	7	2,589,896	11	800,715	14	6,579,162
Garry Moore Show	3	167,540	12	3,498,530	10	569,461	15	3,995,811
Art Linkletter's House Party	4	257,151	4	970,751	4	298,210	4	2,947,819
Other CBS		1,478,820		12,943,294		1,756,949		16,819,086
Total CBS	15	$2,424,702	28	$20,002,471	26	$3,425,335	40	$30,341,878
ABC		———	5	440,449	—	———	—	———
DuMont		———	2	145,995	2	14,070	5	217,378
Grand Total	46	$4,153,017	105	$37,696,893	80	$6,177,484	138	$51,426,251

SURVEY . . . SMURVEY!

The Laugh of the Day!

One national surveyor says we have 35% UHF saturation, another says 30%, still another says approaching 50% and (ha! ha!) Nielsen as published in Broadcasting-Telecasting March 1, 1954, page 93 says ** which in *smurvey* language means less than 10%, but Cleveland County, Oklahoma, adjacent to KTVQ's home county has 12%. That's a mighty enterprising bunch, God love'em.

SO—WHO'S TO DENY OUR CLAIM

100,082

UHF TV HOMES IN

OKLAHOMA CITY

LET'S EVERYBODY PROVE IT . . . LIKE WE DO . . . DAY IN, DAY OUT WITH SALES RESULTS THAT DON'T COME FROM ** BUT FROM OUR UHF AUDIENCE!

JOHN ESAU
PRESIDENT

Channel 25

KTVQ

ABC INTER-CONNECTED

Represented Nationally by H-R TELEVISION

Slocum Chapin, ABC vice president and director of the ABC tv network:

The sensational success of daytime television is now a matter of record—the ratings record. You can pick up any rating book and see how daytime television shows compare favorably with nighttime shows for total audience.

Television sets in use during the daytime run at a high level. Yet the daytime television rate is one half the nighttime rate. With astute programming, an advertiser can get a very economical program cost per unit per day.

Daytime programming is turning on television sets in homes throughout the country at an increasing pace. ABC-TV's great faith in daytime television is best demonstrated by its big stake in the "Breakfast Club," from 9 to 10 a.m. EST. This is a new period of time for ABC-TV network programming.

The addition of the "Breakfast Club," is a significant step in making morning television programming better balanced. It fills a very important need from the overall program standpoint of the viewer. And ABC-TV is planning other major moves in morning programming. New programs will be added to ABC-TV's schedule prior to and immediately following the "Breakfast Club."

Daytime television permits advertisers to reach housewives at an especially opportune time—just before the housewife goes out to do her shopping. Psychologically, this is an extremely good time for advertisers.

These all combine to give daytime television an extremely bright picture for the advertiser who is looking for economical circulation, the viewer and the industry.

AIMED point-blank at the American woman, NBC-TV early this month inaugurated its *Home* show in the 11 a.m.-12 noon EST slot. Arlene Francis (left, foreground) is mistress of ceremonies.

Although DuMont's pioneering efforts in daytime tv programming more than five years ago were perhaps "ahead of their time" and dwindled from lack of advertising support, the network has never lost faith in its original tenet that with a set in her home, the housewife will watch it during the day if it gives her something to watch.

Right now, DuMont is giving her the *Paul Dixon Show*, from 3 to 4 p.m. Each weekday afternoon, an hour of light entertainment built around the star's comic-dramatic mouthing of popular songs in accompaniment to phonograph records which supply the actual sounds.

Gerry Martin, director of network sales for the DuMont tv network, made this contribution to the B•T daytime symposium:

DuMont initiated daytime television 'way back in November 1948. We feel now, as we did then, that it is an important adjunct to nighttime tv, providing as it does, both education and entertainment.

At present, we are telecasting "The Paul Dixon Show" five days a week, an hour a day, emanating from Cincinnati. A segment of the show is sponsored by River Brand Rice Mills in addition to cooperative clients along the network.

We now are planning to substantially expand our daytime network operation, from the standpoints of both greater coverage and new programs.

On a local basis, WABD New York, telecasts from 11:30 a.m. on through the day, providing programs that encompass all facets of women's interests—cooking, beauty, fashion, religion, news, and a brace of shows devoted to both pre-school and older children.

One obvious reason for the enthusiasm for daytime tv expressed by all the network spokesmen is that major advertisers have shown themselves to be equally as enthusiastic. The nation's largest soap and detergent producers, for example, are becoming just as active in daytime tv as they have long been in daytime radio.

General Foods Corp., New York, has expanded its daytime tv advertising this month with two network buys for the new Instant Jell-O: three participations a week on NBC-TV's *Pinky Lee Show* and sponsorship of the Wednesday portion of the *Bob Crosby Show* on CBS-TV. On April 5, this company's Post Cereal Division will start sponsoring *Portia Faces Life* five quarter-hours a week on CBS-TV. Young & Rubicam, New York, is agency placing all three programs.

Gerber Products Co. (baby foods), Fremont, Mich., through D'Arcy Adv. Co., New York, on March 1 started sponsorship of the Thursday, 10:15-10:30 a.m., segment of NBC-TV's *Ding Dong School*. General Mills has just renewed its sponsorship of the Friday, 10:15-10:30 a.m., segment of this same program.

Procter & Gamble Co., already sponsoring 36 quarter hours in the daytime, has recently been interested in participation on the Bob Crosby, Garry Moore or Robert Q. Lewis shows, but was blocked by competitive sponsorship. However, P & G, it is understood, is curtailing its daytime radio budget to put the money into daytime tv and is actively reviewing available shows and time periods.

Last March P & G sponsored the following daytime television shows: *Welcome Travelers*, four quarter hours, Mon. to Thurs., on NBC-TV; *Garry Moore Show*, three quarter hours, Tues., Wed., Fri. on CBS-TV; *Guiding Light*, five quarter-hours on CBS-TV, and *Search for Tomorrow*, five quarter-hours on CBS-TV. This month, P & G has maintained all those shows and has added *Brighter Day* on CBS-TV, five quarter hours weekly, and *On Your Account* half-hour five times weekly on NBC-TV.

Lever Brothers Co., currently sponsoring five quarter-hours weekly, is contemplating expansion in daytime tv but probably won't reveal plans until early fall. Lever also sponsors participations on *Today* on NBC-TV.

Lever as of March 1953 sponsored two

AMERICAN WOMEN IN RADIO & TELEVISION

extend a cordial invitation to

WOMEN BROADCASTERS AND EXECUTIVES

of

STATIONS, NETWORKS AND AGENCIES

to attend the third AWRT annual convention

Muehlebach Hotel, Kansas City, Missouri

April 22-April 25, 1954

WORKSHOPS · PANELS · SPEAKERS · INTERVIEWS · ENTERTAINMENT

Registration: Members $15.00, Others $20.00

RSVP:

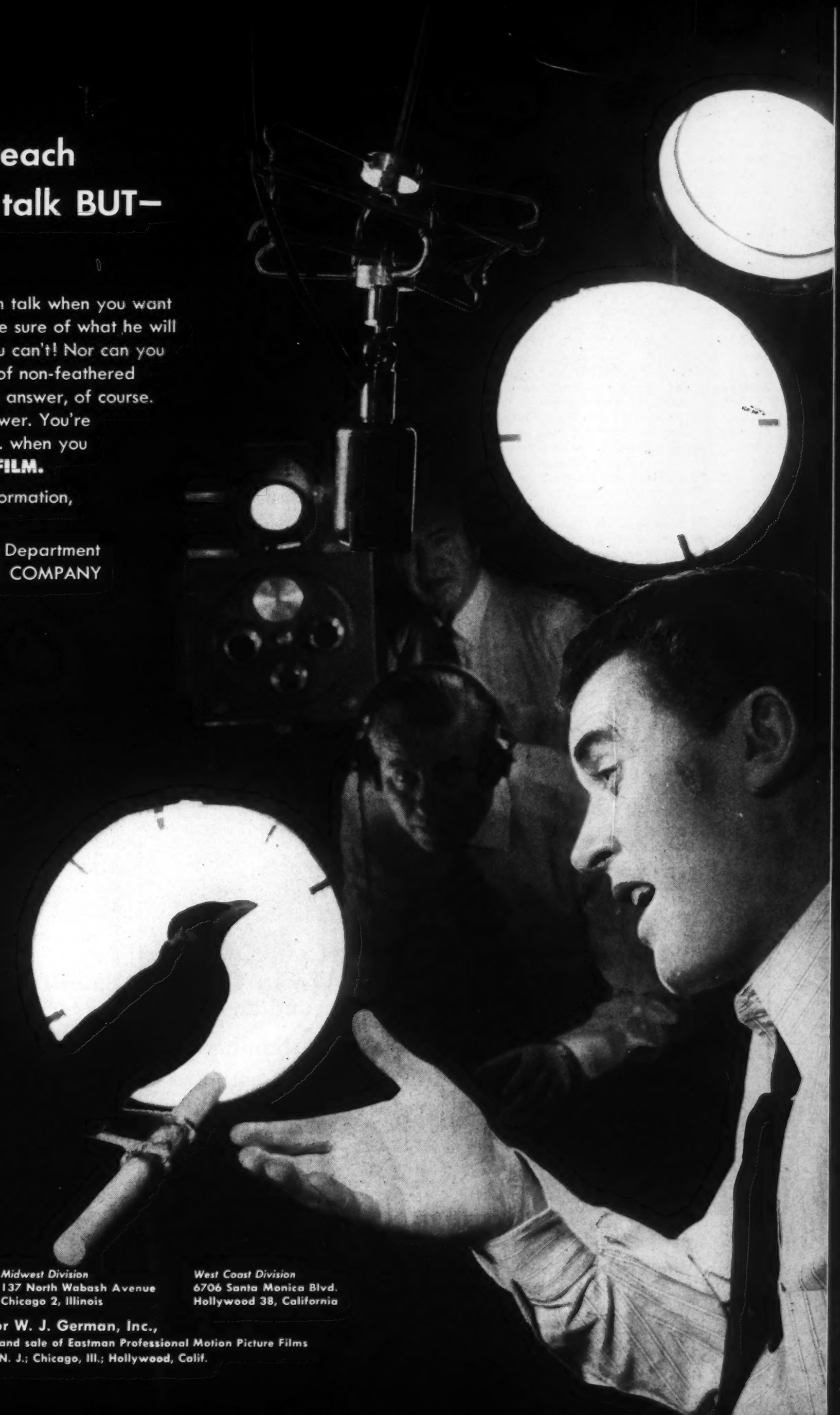
AWRT, Room 5634, 70 East 45 St., New York 17, N. Y.

You can teach a bird to talk BUT—

Can you make him talk when you want him to? Can you be sure of what he will say? Of course you can't! Nor can you be sure with a lot of non-feathered "birds"! There's an answer, of course. A simple, easy answer. You're sure—and safe . . . when you **USE EASTMAN FILM.**

For complete information, write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or W. J. German, Inc.,
Agents for the distribution and sale of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

quarter-hours weekly on *Arthur Godfrey Time* on CBS-TV (Mon., Wed.) and three quarter-hours on *Art Linkletter's House Party* also CBS-TV (Mon., Wed., Fri.,) and five quarter-hours on *Hawkins Falls* on NBC-TV. The latter program has been dropped since then, but the money was plowed back into daytime tv with expanded station coverage of the other two shows.

Colgate-Palmolive Co. currently underwrites 17 quarter-hours in daytime tv, and followed the pattern of increasing its budget for this type of advertising by stepping up its sponsorship of *Strike it Rich* from three to five half-hours a week on CBS-TV last fall. Colgate also sponsors a quarter-hour weekly of *Howdy Doody* on NBC-TV; and *The Big Payoff* three half-hours weekly on CBS-TV.

Still another soap company, Yardley & Co., has just signed up to sponsor the Tuesday, 1:30-1:45 p.m., segment of the *Garry Moore Show* on CBS-TV. Now in its fourth year on the air (and on CBS-TV), this half-hour program is sold out, with 15 sponsors.

There is plenty of spot daytime tv advertising as well as network. In New York alone, 174 individual national or regional advertisers used daytime programs or announcements on the city's tv stations during December, according to the *Rorabaugh Report on Spot Tv Advertising*. These are in addition to the daytime network business carried by these stations and the 174 total does not include the purely local advertisers using daytime tv in New York. The local tv sponsor list has become so large that it is no longer economically feasible to compile and publish it.

December totals of tv daytime spot advertisers for the country's top 12 markets, according to Rorabaugh data, are: New York, 174; Chicago, 166; Los Angeles, 155; Philadelphia, 140; Detroit, 111; Boston, 87; San Francisco, 112; Pittsburgh, 86; St. Louis, 89; Washington, 100; Cleveland, 121; Baltimore, 80.

All types of products are advertised in spot campaigns on daytime tv. In addition to the packaged food and drug items, there are candies, cosmetics, clothes and cigarettes, automobiles and gasoline, shoes and shoe polish, magazines and fountain pens, air travel, jewelry, furniture and household appliances, tv sets and toys, beers, wines and soft drinks and almost any other kind of advertised merchandise.

The leading spot advertisers on daytime tv are the same companies that appear on the daytime network sponsor list and are also prominent among the users of daytime radio, network and spot. They include, Procter & Gamble, Colgate-Palmolive, General Foods and General Mills, Buick and Ford, Fanny Farmer and Necco, American Chicle and Wrigley, Chesterfields and Raleighs and many, many more.

New daytime tv spot campaigns include one for Morton Packing Co. (beef pie), Louisville, starting March 1 in more than 50 markets, through Ted Bates Inc., New York. John Morrell & Co. (Red Heart dog food), Ottumwa, Iowa, on April 18 is starting a three-week campaign of early morning shows on 156 stations, to resume July 6 for another two-week period. N. W. Ayer & Son, Chicago, is the Red Heart agency.

Other new spot tv daytime campaigns were started during the first half of March by Sona Div., Ratner Mfg. Co. (cosmetics), Miami, through Product Services, New York; Continental Oil Co. (gasoline), Houston, through Benton & Bowles, New York; Lever Brothers Co. (Good Luck margarine), New York, through Hewitt, Ogilvy, Benson & Mather, New York.

With advertisers so avid for daytime tv, it is easy to understand why the tv networks have increased their combined hours of daytime operation from 14½ hours a day in March 1953 to 19 hours a day this month and plan even further expansion with the stations more than keeping pace.

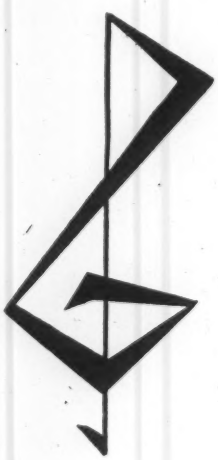
But what's back of the advertisers' eagerness to spend ever-increasing amounts of their advertising budgets for daytime tv? The best answer is probably that it sells their merchandise in large quantities and at a low ratio of advertising-to-sales. But that's their own well-kept secret, for P & G no more tells Lever about its business than Macy's does Gimbel's.

So, let's take a look at the more public statistics as shown in the tables on page 76. There's a short one, listing the five top non-juvenile daytime tv shows, audiencewise, according to the latest Nielsen data available. Two programs reach an average of more than 5 million homes a day and the other three do not fall very far below that figure. Four of the five reach more homes than the top radio program broadcast at any time of day—*Amos 'n' Andy* (CBS Radio, Sun., 7:30-8 p.m.) which Nielsen showed tuned in by 4,571,000 radio homes.

Another Nielsen table shows the number of homes using their tv sets for an average minute of each weekday daytime hour, with a steady rise from just under half a million sets-in-use between 7 and 8 a.m. to just over 9 million at 5-6 p.m. It's a very attractive batch of prospects for any advertiser who wants to show his products at any hour of the day. And, as the comparison of 1952 and 1953 shows, the size of the daytime tv group is still growing by leaps and bounds, with every indication it will continue to grow as long as the broadcasters and advertisers continue to provide the kind of programs that daytime viewers like to watch.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

COLOR AS IN

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

March 31: *Home*, 11-12 noon, Wednesday (participating sponsorship).

March 31: *Eddie Fisher*, 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

April 2: *Today*, 7-9 a.m., Friday (participating sponsorship).

April 4: *Paul Winchell Show*, 7-7:30 p.m., Sunday (Procter & Gamble for Cheer and Camay through Young & Rubicam).

April 9: *Ding Dong School*, 10-10:30 a.m. Friday (General Mills through Tatham-Laird Inc.).

April 21: *Kraft Tv Theatre*, 9-10 p.m. Wednesday (Kraft Foods through J. Walter Thompson Co.).

April 11: *Youth Wants to Know*, 1-1:30 p.m., Sunday (sustaining).

April 18 (Easter): *The Catholic Hour*, 1:30-2 p.m., Sunday (National Council of Catholic Men).

April 25: *American Forum of the Air*, 2-2:30 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]

Emile Montemurro, Midwest Manager of Fox Movietone News, tells how:

He handles 300 reel problems a day!

"Old news is no news," says veteran newsreel cameraman Emile Montemurro.

"We've been getting the news to theaters and TV stations all over the U. S. — news that's hot and fresh — by using Air Express. We've relied on them for over 25 years.

"Air Express handles some 300 shipments a day for us. They go all over the country, coast to coast. With new TV stations opening and using our newsreels, that figure will soon reach 600 a day!

"Other air services would cost us more than Air Express, we've found. Besides, you cannot duplicate the excellent personal attention Air Express gives every shipment."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

WING SAFETY SHOW

IN AN effort to make citizens of Dayton, Ohio, more safety conscious, WING that city, the police department and the Junior Chamber of Commerce have launched a weekly program titled *Car 22*, named after the actual number of the official police traffic sergeant's car. The 15-minute, taped program takes listeners to the scene of recent traffic accidents, where the sounds of arriving emergency vehicles and comments of spectators are heard. Those involved in the accident and witnesses to it are interviewed. A description of the scene of the accident is broadcast and the probable cause of the accident is given. Harry Cutler Jr., chairman of the Jaycee safety committee, says it is the only program of its kind in the U. S.

SPOT SALES PROMOTION

CBS-TV Spot Sales is sending a promotional mailing piece to advertisers and agencies which depicts a man getting a double-take on his tv set. He sees a woman at home watching a program and the same woman shopping in a store. The message across the top of the picture is: "You're seeing double . . . in the daytime." "Why, CBS-TV Spot Sales says that the 10 stations they represent in two years have: doubled daytime audiences, doubled gains in multi-station markets and doubled in economy with costs-per-thousand that are as low as 34 cents. The reader is advised that daytime tv is the best way to 28 million housewives who spend over $204 million each shopping day. The pamphlet closes with the promise that "In 1954 your sales picture will be brighter—all day long—on these ten big-volume tv stations."

KTVQ (TV) 'SIDEWALK CAFE'

PRODUCTION and Art Director Vlada Dimac of KTVQ (TV) Oklahoma City has introduced a little bit of Europe into that station's programming schedule with a new series called *Sidewalk Cafe*. The weekly show features a half hour of instrumental music, interviews and anecdotes and is built around the European sidewalk cafe where all walks of life gather.

'SPOTLIGHT ON CHICAGO'

TO FIND out if there really is a crime syndicate in Chicago and to learn what happens when a city fails to maintain effective law enforcement, WGN-TV Chicago began a series called *Spotlight on Chicago*, which featured Alderman Robert E. Merriam, former member of the city council's Big Nine crime committee. The station reported that four Chicago newspapers picked up the revelations of "Policeman X," whose comments on bribery of police by gamblers highlighted the second show. To refute claims that no syndicate existed, Alderman Merriam played taped excerpts, which made newspapers' frontpages. WGN reports great listener interest and a large newspaper following.

KXLY CONTEST ENDS

KXLY-AM-TV Spokane's "Magic Word" contest [B•T, Feb. 1] ended March 1 and the stations report 3,500 entries yet to be tabulated and evaluated. One Spokane market resident will receive a 1954 Ford from KXLY and one will receive from KXLY-TV, a 1954 Oldsmobile "88." Music, motorcycle policemen and beautiful girls were part of the closing day's festivities, according to those stations. Entries were received from parts of four northwest states and Canada and the stations report that the promotion was a great success.

KCCC-TV Sacramento stressed its expected power increase to 200 kw April 1 in a Los Angeles presentation of "The Sacramento Story" to advertiser, agency and network executives. L to r: Ashley Robison, general manager; George E. Ledell Jr., KCCC-TV representative in Los Angeles; Edwin J. Metcalfe, Weed Tv, Hollywood, station's national representative; A. J. Richards, assistant station general manager, and Lincoln P. Simonds, Pacific Coast manager, Weed Tv. The presentation is being shown in major eastern and midwestern cities.

KSAL NEWSPAPER PROMOTION

THE *Salina* (Kan.) *Journal* ran an ad for KSAL there which pointed up the fact that "KSAL Listeners Really Enjoy Basketball." The ad explains that, during the Kansas U.-Iowa State basketball game, KSAL asked listeners to write and say if they wanted more Big Seven basketball games next season. Mail was received from 36 counties in Kansas, 13 counties in Nebraska and from scattered points in Iowa, Minnesota, Colorado and Oklahoma, altogether, 198 towns. Because the response was 100% in favor of more games, KSAL says it will seriously consider the possibilities for more games next season. The ad declares that estimates are that 170,250 people were listening to the K.U.-Iowa State game. Ad points out "For Blanket Coverage of Salina's Trade Area KSAL, 1150 on Your Dial."

AWARDS COLLECTION

WALLS are bare in the executive offices of WTTM Trenton and Fred L. Bernstein, general manager, says they'll remain that way until the many awards which heretofore graced them are returned from exhibition in Columbus, Ohio. The WTTM awards will be exhibited with those of other Peoples Broadcasting Corp. stations in Cleveland (WGAR), Fairmont, W. Va. (WMMN) and Worthington, Ohio (WRFD). The awards won by all the stations belonging to the People's chain, which is owned by the Farm Bureau Insurance Companies of Columbus, Ohio, will be put on exhibit for two weeks at the home office of the corporation.

GOLD-PLATED CADILLAC

FUTURE winners of MBS and KHJ-TV Hollywood *Queen for a Day* program will ride around Hollywood in regal style. Raymond R. Morgan Co., same city, producer-packager of show, has ordered a gold-plated Cadillac costing $25,000 for use on program. Daily "Queen" will ride in the specially decorated automobile, attended by chauffeur and footman in livery.

HISTORY DRAMATIZED

DRAMATIZED incidents in American history will be featured on weekly half-hour NBC Radio *Inheritance* (Sun., 7-7:30 p.m., EST), in cooperation with American Legion national public relations office. The series, designed to build deeper understanding of country's heritage, starts April 4 for 13 weeks. First three programs are entitled, "When Washington Refused a Crown," "The Story of Oliver Pollack," and "The Story of Dorothea Dix." Albert McCleery, executive producer, NBC-TV *Hallmark Hall of Fame*, produces and directs the series.

'GROUP JOURNALISM' APPROACH

NBC Radio will launch a new program today (Monday) titled *The Heart of the News* (Mon.-Fri., 10:15-10:30 p.m. EST), which will attempt

WENY Information

A PROGRAMMING idea that provides fixed times for basic information services has been developed by WENY Elmira, N. Y., General Manager Dale Taylor reports.

In competition with local tv, WENY has taken advantage of radio's versatility by setting a definite time each broadcasting day for such services as news, weather, time, road conditions, sports news, religious programs, local events calendar, WENY highlights, theatre and feature news and birth, engagement and death announcements. Total of 12 newscasts are scheduled daily.

each night to cover a single story in "all its depths and ramifications" through an approach called "group journalism." On each program NBC will cover an important story with its own reporters and commentators, aided by experts from other organizations, and will endeavor to present all facets of this news development.

'BETTER LIVING' SERIES

DUMONT Tv Network will present a new 19-week series of documentary programs depicting how Americans benefit from modern miracles of science and industry (Wednesdays, 10:30-11 p.m. EST). Titled *Better Living Television Theatre,* the series is being offered by Du Mont as a public service.

WIP STUDENT SHOWS

STUDENTS of Philadelphia high schools and colleges will participate in a three month radio broadcast series, *Ears to the Future,* originated by WIP that city. Each program will be left entirely to the discretion of the participating group, including production, acting, research and writing. WIP says it's not an educational series, but rather a series which provides opportunity for future broadcasters to experiment first-hand with their ideas and suggestions. In announcing the new series, Benedict Gimbel Jr., WIP president and general manager said: "Only through such free expression of ideas and talents can we hope to add new resources for radio. Real talent will have the opportunity of showing itself, thus providing an opportunity for these students to find a place in the radio industry.

MATCH BOOK AD AWARDS

WJBK-TV Detroit has been awarded a bronze "Joshua" plaque for the most distinguished use of match book advertising in the radio and television industry in 1953, according to an announcement from Charles Furcolowe, director of the Match Industry Information Bureau. The judges chose the winner for its eye-catching front cover and good back cover artwork picturing the station. Award certificates were voted to Jefferson Standard Broadcasting Co., WBTV (TV) Charlotte, N. C. and WNOW York, Pa. The "Joshua" plaque is named for the match book's inventor, Joshua Pusey.

WFIL COVERAGE MAP

A NEW four-page coverage map prepared by WFIL Philadelphia with the title "In WFIL-adelphia, One Point of Sale for 7,407,400 Good Customers" is being mailed to agencies. The coverage map piece also includes statistics of the growth of the listening audience in "WFIL-adelphia" which includes 37 counties in a four-state area. The station's programming, promotion, and merchandising campaigns are spotlighted in the piece as three of WFIL's assists to advertisers.

WHISK BROOM PROMOTION

"WANT to Whisk Away Your Kansas Sales Gloom?" is the question WIBW-AM-TV Kansas City asks advertisers and agencies in a promotion piece with a sliding insert which has a miniature clothes brush attached. A sales chart showing a steady drop in business shows a steady rise when the slide is pulled and an answer appears: "Just Hire WIBW!" On the

Advertisement

From where I sit
by Joe Marsh

Operation "Busy B"

Heard about the government "seeding" the mountains north of here with beavers? They've been dropping them by parachute—in special cages that open automatically as soon as they touch the ground.

"Native" beavers were trapped out of those woods in the past few years. And without beaver dams to hold back the water run-off, we've been having flash floods here in the lowlands.

So now we're putting the busy beavers back to work building dams. And we're protecting them with even stricter game laws. Guess that comes under the heading of "learning from experience."

From where I sit, an ounce of prevention is always better than a pound of cure. That goes in personal relations, too. Sometimes we forget to be tolerant of the other fellow's preferences. It's a good thing to ask your neighbor whether he'd prefer a glass of beer to a soft drink. That kind of foresight is part of the "game" of getting along with folks.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

The ONLY single medium to reach 280,000 homes in the rich Agricultural Industrial "Heart of the Nation"

KHOL TV

Kearney, Nebraska

CBS-TV DUMONT

Represented by
MEEKER TV, Inc.

Big enough and then some

When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

WCAU's 32 Years

THE 32-year success story of WCAU Philadelphia is presented in the station's graphic brochure titled "This Is WCAU Radio—January 1954," currently being distributed to 500 advertiser and agency executives.

The 36-page brochure explains why this 50 kw CBS affiliate has achieved daytime and nighttime audience leadership in its eight-county coverage area, according to Pulse and BMB surveys. A comparison of radio's local penetration with that of three national magazines and a local daily newspaper places radio in the lead, according to the manual. For example: Circulation of *Life* magazine in the eight-county area is 132,936, with an approximate cost of a full page black-and-white ad of $3.61 cost-per-thousand; 20 announcements a week on WCAU based on a 5.0 rating delivers 1,043,060 radio families with an approximate 61 cents cost-per-thousand.

inside of the mailing piece the reader is told that "WIBW is the station that makes Kansas folks listen . . . and buy!" On the reverse side "proof" is offered in the results of a premium offer which was carried on 75 stations with an average cost per order of 13 2/10 cents. WIBW is ranked seventh on the chart with a 4 2/10 cents cost per order.

KRNT WOMEN'S BROADCASTS

NEW local radio concept featuring records and items of interest aimed at women has been launched at KRNT Des Moines, according to Robert Dillon, vice president and manager of the Cowles station. The period from 3:30-4:45 p.m. each day has been set aside for *Bill Riley Time*, with records, discussions on child care, newscasts, reports on births and marriage licenses and interviews with authorities on fashions, interior decorating, gardening and other topics.

SANDWICH RECIPE CONTEST

PRIZES for the best sandwich recipes were offered in a contest just concluded on WNBQ (TV) Chicago's *Bob and Kay Show*. After grappling with ideas for new "crazy sandwiches," Bob Murphy and Kay Westfall decided to ask viewers for help. The requirements: The crazier the better, but the sandwiches must be edible. Prizes included wristwatches, an ovenette and a combination fryer-roaster-server unit. The two top winners were invited to visit Bob and Kay, prepare sandwiches and collect awards. The program is telecast Mon.-Fri. on WNBQ at 12:30 p.m.

CKXL 'CALGARY NIGHT'

CKXL Calgary, Alberta, held a "Young Calgary Night" in which all schoolboys between the ages of eight and 14 were invited to write an essay on *Why I Should Show Good Sportsmanship*. Prizes were a complete hockey outfit, skates and hockey sticks. The first 1,000 writers of compositions were sent free tickets to a hockey game between two local teams. The winner of the contest, dressed in his new hockey outfit, had his essay read to the hockey audience by Calgary's Mayor Don Mackay, who formerly was manager of CKXL. The winner was 11-year-old Marco Mariana, who came to Canada from Italy four years ago. The youngster was interviewed over CKXL between hockey periods.

'POLISH EAGLES SHOW'

APPEAL of Polish-language music programming in New England and upstate New York areas is pointed up by the use of five radio stations of more than nine hours of the *Polish Eagles Show* each Sunday. The program is tape-recorded and produced by Mr. and Mrs. Victor Zembruski of Naugatuck, Conn., who operate under the company name of "Polka King." Stations carrying the *Polish Eagles Show* are WNAB Bridgeport, WLAD Danbury, WATR Waterbury, WELI New Haven and WPTR Albany, N. Y. According to Mr. Zembruski, the show is sponsored in each of the markets and has had "tremendous sales impact."

WWRL CONTEST MAIL

RESPONSIVENESS of listeners to foreign language and Negro programming was pointed out in an announcement last week from WWRL Woodside, L. I. The station reported that 48,000 mail entries had been received in the week-long "WWRL Mardi Gras" contest. WWRL, which broadcasts in ten languages, aimed the contest at its three largest listening groups—Negro, German and Spanish. The contest, which will award $15,000 in prizes, centered around "Mystery Tune" clues.

BLINDNESS FILM SERIES

SERIES of 13 quarter-hour television films dealing with various aspects of blindness, titled *Men Toward the Light*, was launched on WPIX (TV) and WABD (TV) New York. The films were produced for the Industrial Home for the Blind, Brooklyn, and the American Foundation for the Blind, New York, and are designed to present to the lay viewer a true-to-life picture of the services, aids and advice available to the blind and to reveal what normal lives blind people can live. The films are available free of charge to television stations from the American Foundation for the Blind, 15 W. 16th St., New York 11, N. Y.

FIRST telecast from an English warship in a U. S. port is claimed by KNUZ-TV Houston, referring to its televised tour of the *HMS Sheffield*. News director Bill Crawford here interviews a sailor while the ship's captain looks on. The telecast was part of KNUZ-TV's new remote series, *About Town* (Wed., 8:30-9 p.m.).

Hitting 'Em Where They Ain't

was fine for Wee Willie Keeler...but awful expensive for advertisers—large or small!

Example: You have soap or soup—gasoline or vaseline—salmon or sardines—toilet tissue or cleansing tissue by the carload, truckload or boatload and you want added markets . . . and you want to hit 'em where they *are!* Could be that the over 700 Keystone Rural and Home town radio stations are the extra slugger you need, to bat "clean-up."

Recommendation: Take the whole network or take our stations in bunches where TV "ain't". . . get lots of PLUS MERCHANDISING aids from our station operators. We'll prepare a marketing map to meet your special requirements. At lowest cost per thousand listeners, for spot announcements or programs —KEYSTONE HITS HARD WHERE THEY ARE!

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter	American Forum of the Air
6:15	Paul Harvey Beltone			
6:30	Co-op George Sokolsky	Colgate-Palm-olive Co. Our Miss Brooks (205) R	On the Line with Bob Considine	Socony-Vacuum NBC Symphony (178)
6:45	Don Cornell		Richard Kollsen-News	
7:00	This Week Around The World	Amer. Tobacco Jack Benny (211) R	Rod & Gun Club-Co-op	
7:15				
7:30	What's The Name of That Song	Rexall Drug Amos 'N Andy (212) R	Chamber Music	Theatre Royal
7:45				
8:00	American Music Hall	General Electric Bing Crosby Show (205) R	Hawaii Calls	TBA
8:15				
8:30		Philip Morris My Little Margie (203) R	Enchanted Hour	
8:45			8:55-News	
9:00	Gruen and Am. Safety Razor Walter Winchell	Hallmark Radio Hall of Fame (199)	Oklahoma City Symphony Orchestra	8:55 News
9:15	Lorillard Taylor Grant			TBA
9:30	Answers for Americans	Van Camp Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (202)		
9:45				
10:00	Co-op Paul Harvey (118)	Man of the Week	Report From The Pentagon	9:55 News
10:15	Elmer Davis		Hazel Markel Co-op	Inheritance
10:30	The Assemblies of God "Revival Time"	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. U N Report	Co-op Bert Bachrach	10:25 News
10:45		John Derr Sports	Co-op Rukeyser Reports	Meet the Press
11:00	11:00-11:05 ABC News	News	Co-op Ed Pettitt	News from NBC
11:15 PM	Freedom Sings	Dance Orchestra	Keep Healthy	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man. Soap Team Ernie (175) R	Co-op Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
	Ben. Mills, Lone Ranger (153)	7:30-40 Campana (174) Julius LaRosa	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (168)
		Am. Oil-Ford 7:45-8 p.m. Ed. R. Murrow (199)	Liggett & Myers Perry Como	Miles Labs Man's Family (166) Rp
	General Motors Henry Taylor (159)	Auto-Lite Suspense (196) R	The Falcon	AA of RR's Railroad Hour (192)
	Sammy Kaye	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	Firestone Voice of Firestone (152)
	Hollywood Starway			
	Mike Malloy		Spotlight Story	Bell Telephone Telephone Hour (185) R
	Metropolitan Opera Auditions of the Air	Lever Brothers Lux Radio Theatre (186)	9:25-9:30 Miller News, Miller Brewing Co.	
	Decision		Co-op Reporters Roundup	Cities Service Band of America (113) N
	Co-op Headline Edition	Night Watch	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
	Turner Calling		Manhattan Crossroads Co-op	Heart of the News
	Martha Lou Harp	10:30-35 Robert Trout	(Co-op) Deems Taylor Concert	TBA
		10:35-11 p.m. Dance Orch.		
	Songs by Dini	News	Co-op Ed Pettitt News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
	Starr of Space	Longines Wittnauer Choraliers (96) R	Niagara Mfg. & Dist. Co. G. Heatter	Miles Labs. News of World (168)
		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Miles Labs Man's Family (166) Rp
	3-City Byline	People Are Funny (172)	Mickey Spillane Mystery	Chevrolet Dinah Shore (196)
	Sammy Kaye			Songs with Sinatra
	Hollywood Starway	Colgate-Palm-olive Co. Halo, Palmolive Mr & Mrs North (206) R	(Co-op) High Adventure	Barrie Craig
	Mike Malloy			
	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Spotlight Story	Liggett & Myers Dragnet (197)
			Co-op Newsreel	
	Chr. S. Publ. Co. Irwin D Canham (20)	Carter-Toni My Friend Irma (200)	Search That Never Ends	Swayze News Stewart-Warner
			9:55-10 Lorne Greene	9:35-10:00 TBA
	Co-op Headline Edition	C-P-P, L. Creme Louella Parsons (189) R	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
	Turner Calling	10:15-20 Nocturne	Manhattan Crossroads Co-op	Heart of the News
	Orchestra (See Footnote)	10:30-35 Robert Trout	Co-op State of the Nation	Stars from Paris
		Dance Orchestra		
	Singing with the Stars	News	Co-op Ed Pettitt-News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jack (30)
		Dwight Co Guest Bo
	Budweiser Bill Stern	No Servi
	Co-op George Hicks	Kaiser-Wi Lowell Tho (155) R
	Vandercook CIO	Toni, Man. Family Sto (175) R
	Co-op Quincy Howe	General Fo Beulah (110) R
	Ben. Mills, Lone Ranger (153)	Longines Symphon (96) R
	3-City Byline	Am. Oil-F Ed. R. Mu (199)
	Sammy Kaye	P & G FBI in Peac War (19
	Hollywood Starway	21st Precinct
	Mike Malloy	
	Hollywood Airport	Crime Phelograp
	Sterling Drug Mystery Theatre	Crime Clas
	Co-op Headline Edition	On Stage
	Turner Calling	
	Evensong	10:30- Robert Tro
		Dance Orch
	Songs by Dini	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing	World News Round-Up Co-op
9:15	Radio Bible Class	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Faith in Action
9:45				Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (327)	Collector's Item
10:45				
11:00	Pan-American Union	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Sunday News Special	The Leading Question	College Choirs	
12:15 PM	Gloria Parker S			
12:30	The World Tomorrow	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	Radio Church of God	Geo. Hermann News	Co-op John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (188)	String Serenade	Mutual Music Box	Heritage Over the Land
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Quaker-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Gene & Glen	
	Philco Corp Breakfast Club (289)		Co-op Sloan Simpson Show	
	Sterling Drug My True Story (212)	Minn. Mining Kellogg Godfrey (192) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Kenmark Intl. Cellue. Godfrey (199) R	Co-op Faith In Our Time	General Foods Bob Hope (139)
	When A Girl Marries (185) Carnation Co.	Clinton Frigidaire-Arthur Godfrey (198) R	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
	Grand Central Station Campbell Soup 11-11:25	Toni, Star-Kist Godfrey (203) R	11-11:25 Wonderful City	C-P-P Strike It Rich (179)
	x-Lax TuWThF Modern Romances (sus. M) 11:25-40	National Biscuit Lever Godfrey (201) R	11:25-30 Johnson News	C-P-P The Phrase that Pays (183)
	Ever Since Eve 11:40-55	Pillsbury (206) R	M W F-Sust.	Second Chance *3-Plan
	White House Report 11:55-12	Contnl. Baking Make Up Your Mind (58)	M-F 11:45-12 P. Lorillard	Pauline Frederick Reporting
	Don Gardiner News	P&G Ivory Snow Rosemary (117)	Miles Labs Curt Massey Time	
	Okla. Wranglers 12:15-12:25	General Foods Wendy Warren (159)	Johnson & Son News 12:15-12:30	No Network Service
	Jack Berch Prudential 12:25-12:30	Lever Bros. Aunt Jenny (179)	12:30-12:30 Tues. & Thur. Miller News, Miller Brewing Co.	
	General Mills The Bill Ring Show	Whitehall Helen Trent (186)	12:30-1 No Service	
	Not in Service	Whitehall Our Gal Sunday (178)	Co-op Cedric Foster	
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Here's To My Lady	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (167)		

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Shelly Oil This Farming Business (30)
		Galen Drake		Howdy-Doody 8:30-9:30 a.m.*
		9:30-45 Star Lighters		
		Perry Morse 204 Garden Gate	9:30-9:35 S. C. Johnson News	Egbert & Ummly
		TBA	Co-op Woody Woodpecker	Breakfast in Hollywood
	Ralston Space Patrol (284)		10:30-10:35 Johnson News 10:35-11 Woody Woodpecker Co-op	Pet Milk Mary Lee Taylor (144)
	Platterbrains	(sust.) Robt. Van Camp Q (203)	Helen Hall	My Secret Story
		Mutual L Benefit e (204) w Milner i (133) s	No Service	
	All-League Clubhouse S		11:30 Johnson & Son News 11:35 U. S. Military Academy Band	Woman in Love
	101 Ranch Boys S	12-12:05 p.m. Shadel-News Campana (188)	Quaker Man on the Farm	U.S. Marine Band
		TBA		
	American Farmer S	Carnation, Stars Over Hollywood (201)	5th Army Band	U.S. Army Band
	Navy Hour S	Carter City Hospital (295)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)

SATURDAY

	ABC
1:30 PM	Nation Vespa S
1:45	
2:00	Healing Inc. Dr. Oral
2:15	
2:30	Dr. W Wings of
2:45	
3:00	Mariner Revival S
3:15	
3:30	Dr. Billy Hour of D (22
3:45	
4:00	
4:15	Gospel Bo Old-Fash Revival H
4:30	
4:45	
5:00	5:00-5 ABC N
5:15	The Eve Comm Thomas & Jo
5:30	Goodw Greates Ever T
5:45 PM	

	THURSDAY				FRIDAY				SATURDAY				
	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
6:00 PM	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Labor	Philadelphia Orchestra	Dance Orchestra	George Hicks News	6:00 PM
6:15	Co-op Allen-Horge Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily	Management $			H. V. Kaltenborn News Co-op	6:15
6:30	No Network Service	Budweiser Bill Stern	No Service		No Network Service	Budweiser Bill Stern	No Service		No Network Service	Co-op Bob Finnegan Sports		Dinner Date	People	6:30
6:45	Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Sports Afield with Bob Edge		6:55 Johnson-News Repeat		6:45
7:00	Inter. Harvester Alex Drier (53) Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)	Show Time Review	Johnny Mercer Show	Co-op Al Heller	TBA	7:00
7:15	No Network Service	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service	Co-op Quincy Howe	General Foods Beulah (110) R	Co-op Dinner Date	No Network Service	The 3 Suns		Co-op Report from Washington		7:15
7:30	Miles Labs News of World (158)	Starr of Space	Longines Wittnauer Choraliers (96) R	Murine (Alt. Wks.) Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153)	Longines Symphonette (96) S	Union Pharmaceutical Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room $		7:30-7:55 Farm Quiz		7:30
7:45	Miles Labs 1 Man's Family (166) Rp		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Miles Labs 1 Man's Family (166) Rp		Am. Oil-Ford Ed. R. Murrow (199)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp			State Farm Auto Ins. Co. C. Brown		7:45
8:00	R. J. Reynolds Walk a Mile (196)	3-City Byline $	Meet Millie	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)	3-City Byline $	P & G Mr. Keen (199) R	Counterspy *	Chevrolet Dinah Shore (198)	8:00-8:05 ABC News	Gunsmoke $	20 Questions	The Big Preview	8:00
8:15		Sammy Kaye				Sammy Kaye			Songs with Sinatra		Sanka Salute (99) R 8:25-30 p.m.			8:15
8:30	Kraft Gildersleeve (160)	Hollywood Starway	Junior Miss	Co-op Crime Fighters	Six-Shooter $	Hollywood Starway	Arthur Godfrey Digest	Co-op Take a Number	Amer. Dairy Bob Hope (198)		Gangbusters *	Farm Story		8:30
8:45		Mike Malloy				Mike Malloy				Dancing Party $				8:45
9:00	DeSoto Plymouth Dealers, You Bet Your Life (191)	Paul Whiteman Varities	GE Meet Mr. McNutley (206)	Spotlight Story	Pet Milk Truth or Consequences (186)	Hotpoint & Lambert Ozzie & Harriet	Arthur Godfrey Digest Bristol Myers (203)	Spotlight Story	RCA Harris Faye (198)		P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree		9:00
9:15				Co-op News Reel				9:25-9:30 Miller News, Miller Brewing Co.						9:15
9:30	Amer. Cig. & Cig. Big Story (192)		Jergens Time for Love (130)	TBA	Swayze News Stewart-Warner Eddie Cantor 9:35-10	Horatio Hornblower	That's Rich	Have A Heart	Swayze News Stewart-Warner 9:30-9:35 Can You Top This? 9:35-10:00		Saturday Night Country Style	Lombardoland U.S.A. $	R. J. Reynolds Grand Ole Opry (91)	9:30
9:45														9:45
10:00	Fibber McGee & Molly *3-Plan	Co-op Headline Edition	Escape	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan	10:00 Fights Gillette	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Fibber McGee & Molly *3-Plan	Anonymous		Chicago Theatre of the Air $	D'Con Corp. Country Tune Parade (127)	10:00
10:15	Heart of the News	Turner Calling		Manhattan Crossroads Co-op	Heart of the News			Manhattan Crossroads Co-op	Heart of the News				Dude Ranch Jamboree	10:15
10:30	Keys to the Capital	Front & Center	10:30-35 Robert Trout	Co-op Deems Taylor Concert	Jane Pickens Show Co-op		10:30-10:35 Robert Trout	Co-op Deems Taylor Concert	Listen to Washington	Music	10:30-35 News Daniel Schorr		Pee Wee King Show Co-op	10:30
10:45			Dance Orchestra				Dance Orchestra			ABC Late News 10:55-11	Dance Orchestra			10:45
11:00	No Network Service	Singing with the Stars	News	Co-op Ed Pettit-News	No Network Service	Frank & Jackson	News	Co-op E. D. Pettitt News	No Network Service	Martha Lou Harp	News	Co-op Ed Pettitt	News from NBC	11:00
11:15 PM	News of the World Morgan Beatty	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Orchestra	Dance Orchestra	Dance Orchestra	No Network Service	11:15 PM

	SUNDAY			MONDAY - FRIDAY				SATURDAY				
	ABC	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
6:00 PM		Lutheran Hour	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (153)	Luncheon with Lopez	No Network Service	Vincent Lopez Show $	Peter Lind Hayes Show	Symphonies For Youth	All Star Parade of Bands	6:00 PM
6:15		Bandstand USA	The Catholic Hour	Co-op M. M. McBride	P&G Duz Guiding Light (161)	Fred Robbins			Let's Pretend	2:25 Johnson News		6:15
6:30		Sammy Kaye	Youth Wants To Know	The Martin Block Show 2:35-4	GF Swan-Cal. Mrs. Burton (146) P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	Jane Pickens 2:55 News Banghart		Make Way For Youth	101 Ranch Boys		6:30
6:45		U. S. Marine Band	The Golden Hour with David Ross		Toni & Bristol Myers Nora Drake (197) P&G Ivory Fl. Brighter Day (177)	Ladies Fair	P&G Life-Beautiful (170)		Report From Overseas	Bandstand U.S.A.		6:45
7:00		Author Meets The Critic			Miles Labs Hilltop House (147) R Lever, Kellogg Houseparty * (182) R Pillsbury House Party (194) R* Toni, Man. Soap Wizard of Odds (180)	Ruby Mercer Co-op	P&G Road of Life (163) P&G Pepper Young (166) P&G Right to Happiness (163) P&G Backstage Wife (175)	Metropolitan Opera Texas Co.	Adv. in Science			7:00
7:15									Farm News	Sports Parade		7:15
7:30		TBA		Jack Owens 4-4:25	No Service	Afternoon News	Stella Dallas		World Assignment			7:30
7:45					Corn Prod. Sunshine Sue (56)	Mutual Music Show			UN on the Record	Salute to the Nation		7:45
8:00		4:30-4:55 TBA		Valentino $			Widder Brown		Operation Music			8:00
8:15		4:55-5 Credit Union Lorne Greene		Music in the Afternoon $	4:55-5 News	Co-op Welcome Ranch	Manhtn. Soap Woman in My House (188)		Washington U.S.A	Mac McGuire Show		8:15
8:30		The Shadow P & G, R. J. Reynolds (Participating)	Weekend (Radio "Sunday Newspaper") Participating See Note	Co-op Austin Kiplinger	No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B $	Just Plain Bill	Martha Lou Harp	Saturday Sports Round-up			8:30
8:45				Art and Dotty Todd			Pharmacon † Front Page Farrell (138)		Daniel Schorr News			8:45
9:00		True Detective Mysteries		Lum & Abner Co-op		5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	C-P-P Lorenzo Jones (191)	Pauleen Carter	Longines Symphonette (45)	5:00 Teen-agers Unlimited		9:00
9:15		5:55-6 State Farm Mut. C. Brown		Musical Express	Miles Labs Curt Massey Time (149) R		It Pays To Be Married *3-Plan	Pop Concert				9:15

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (8)
12-12:05 p.m. Sat. Campana—Bill Shadel 188
3:15- 3:30 p.m. MWF Lever—Houseparty 180
3:15- 3:30 p.m. Tue Kellogg—& Houseparty 191
3:15- 3:30 p.m. Fri Green Giant—Houseparty 171
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191
3:30- 3:45 p.m. Fri Kellogg—Houseparty 192
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. Frl.) 192.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 199.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 198.
10:15-11 a.m. Lever M.-W., Toni Tu Th. (alt. Frl.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Frl.; Natl. Bis., Tu.-Th., alt. Frl. 203.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 206.
11:25-30 a.m. TBA.

MBS—8:45-8:55 a.m.—Gabriel Heatter.
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Frl. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Chevrolet—Mon.-Frl.
Procter & Gamble—Mon-Frl.
S.O.S. Co.—M.-Th.
Jacques Kreisler. Tu.-W.
Mon.-Frl. 11:25-11:30 a.m. S. C. Johnson—News
Tues. & Thur., Gabriel Heatter 8:45-8:55, North American Van Lines.

NBC—8-8:15 a.m., Skelly Oil, M-F. News (281); Three-Plan:
Lewis-Howe. Hudnut Sales Co. Tu. Fibber McGee & Molly; Wed. Second Chance; Th. It Pays to be Married.

March 29, 1954

Advertisers

Abraham Krieger, president, Gunther Brewing Co., Baltimore, elected chairman of board. **LeRoy S. Cohen,** vice president in charge of sales, succeeds Mr. Krieger.

H. E. Olson, treasurer, and **S. A. Halgren,** secretary, Carnation Co., L. A., named vice president.

C. J. Schuepbach, formerly with Long Adv. Service, S. F., to Spreckels Sugar Co., same city, as advertising and merchandising manager.

Ross E. Jones Jr., promoted to newly-created post, general manager of distribution, H. J. Heinz Co., N. Y.

Arthur D. MacDonald, general manager, White Rock Bottlers Co. of L. A., to Rheingold Brewing Co. (successors to Acme Brewing Co.), same city, as vice president in charge of sales.

James Street, manager of premium promotion, General Foods Corp., to General Mills Inc., Minneapolis, in similar capacity.

Arthur L. Dowling, formerly with advertising div., U. S. Industrial Chemicals Co., named director of advertising, M. W. Kellogg Co., N. Y., subsidiary of Pullman Inc.

Russell A. Brown, vice president in charge of sales promotion, Allied Purchasing Corp., N. Y. resigns effective this Thursday. He will continue to serve in consultant capacity.

Clyde P. May named to newly-created post of assistant to advertising director, Florida Citrus Commission.

Walter Hiller Jr., formerly radio-tv manager, The Toni Co., Chicago, named to newly-created post of West Coast radio-tv director.

Martin Finberg, 79, former president of Cresta Blanca Wine Co., S. F., died March 21.

Agencies

L. T. Steele, vice president in charge of the television dept., Benton & Bowles, N. Y., elected to board of directors.

Edward Mottern, William Esty Co., N. Y., to O'Neil, Larson & McMahon, Chicago, as vice president in charge of agency's New York office.

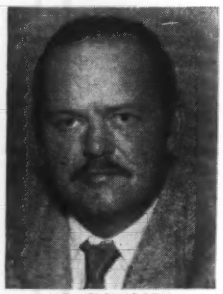
William L. Rindfuss, Young & Rubicam, N. Y., appointed vice president in charge of copy department in agency's Chicago office.

Jay Y. Tipton rejoins Gillham Adv. Agency, Salt Lake City, as vice president in charge of copy.

Victor C. Howard, sales representative, Jenkins Publications, L. A., to Steller, Millar & Lester Inc., as account executive.

George Kraus Jr., merchandising and account executive, Paris & Peart, N. Y., to Erwin, Wasey & Co., L. A., as sales promotion manager.

Edmund Stefenson, account executive, Maxon Inc., transferred from Detroit office to New York office.



MR. ELSWORTH

J. W. Elsworth, board chairman, J. E. Elsworth Co., Greenport, L. I. (oyster growers-harvesters) to Jimmy Fritz & Assoc., Hollywood, as partner and financial adviser - consultant on new accounts.

Charles Chappell, executive vice president and creative head, Owen & Chappell Agency, before its merger with Kenyon & Eckhardt, appointed creative director of New York office, Maxon Inc.

Robert A. Loeb, formerly radio-tv production supervisor, Hirson-Garfield, N. Y., named account executive, Levy Adv. Co., Newark, N. J.

Morton H. Cowen, formerly head of his own agency in Chicago, named account executive, The Edwards Agency, L. A.

George Sampson, former publicist with 20th Century-Fox, Culver City, to Grant Adv. Inc., Hollywood, as account executive.

Jim Simpson, Associated Press, and before that with NBC, to Grant Adv., N. Y., as account executive in public relations department.

Neil Leroy named manager of Toronto office, O'Neil, Larson & McMahon, succeeding **Jack Roberts,** who joins Procter & Gamble Corp., Cincinnati, Ohio.

Ashley W. Burner, assistant public relations director, Anderson & Cairns, N. Y., named public relations director, succeeding **John Dromey,** who has resigned.

Lynn C. Wimmer appointed director of public relations, Burton Browne Adv., Chicago.

John Bergland, mechanical production manager, Abbott Kimball Co. of Calif., L. A., to Ruthrauff & Ryan Inc., that city, in similar capacity.

Raymond P. Pierobon, Florida Citrus Commission, and **Robert F. Nelson,** William Hart Adler Inc., to N. W. Ayer & Son, Chicago, on service staff and as copywriter, respectively.

John N. Moore, recently separated from USAF, to Campbell-Ewald Co., L. A., as production assistant. **Richard Smith** to firm's Hollywood office as tv assistant.

William H. Clay Jr., formerly with Coty Inc., to N. W. Ayer & Son, Phila.

Stan Stanislaus, a director of Beckman, Hollister & Kuhn Inc., S. F. business and industrial advisory firm, forms own advertising and public relations firm with offices at 593 Market St. Telephone is Douglas 2-1747. Mr. Stanislaus retains interest in Beckman, Hollister & Kuhn.

Roy E. Morrissey and **Don Gorder,** have acquired Smith Adv. Agency, Salt Lake City, from **Ralph Smith,** and changed firm name to Smith-Morrissey Agency, with offices at 235 S. Main St.

Carroll O'Meara, producer-director, KNBH (TV) Hollywood, forms own agency, representative and tv consultant firm starting April 1, with offices at 1610 N. Argyle St.

Harvey Scott, San Francisco advertising man, forms Harvey Scott Advertising at 1548 Stockton St.

John G. Cole, assistant director, Sullivan, Stauffer, Colwell & Bayles Inc., Hollywood, father of boy, Jefferson Soule, March 12.

Richard Prosser, 61, owner of advertising agency bearing his name, S. F., died March 3.

Gordon S. Griffin Jr., 35, account executive, Western Adv. Agency, Racine and Chicago, died March 22.

Barbara E. Lloyd, 25, assistant to director of television and radio casting, BBDO, New York, died in that city March 19.

There and Ready

BEFORE President Eisenhower visited Palm Springs, Calif., KXO El Centro got a tip that he was coming to California. Paul Jenkins, KXO president and publisher of three newspapers in southern California's inland region, moved his 25-foot trailer into Palm Springs, had the telephone company install a telephone and a direct radio loop to KXO.

By coincidence, says the station, the spot chosen by Mr. Jenkins for his trailer was only a half-mile from the ranch where Mr. Eisenhower stayed. When the Chief Executive arrived KXO taped an on-the-spot report from the airport and played it from the trailer within minutes. The affiliated newspapers are claimed to have carried pictures of the President and party 18 hours before others in the area.

KXO's Marc Hanan arranged for four broadcasts daily from Palm Springs, interviewing Mr. Eisenhower, Gov. Goodwin Knight, Ben Hogan and others, and making all features available to MBS.

Stations

W. Frank Harden, program director, WIS Columbia, S. C., appointed managing director, WIST Charlotte, N. C., both owned by The Broadcasting Company of the South.

Robert Perez, account executive, Gore Bros. Engraving Co., L. A., to KNXT (TV) Hollywood as sales service coordinator.

Roger L. Harrison, account executive, KSTP

For **MINUTE** spots to **SELL**
Youngstown, Ohio
call any Headley-Reed office or . . .
WFMJ RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121

Minneapolis-St. Paul, to KSTP-TV, in same capacity; **Don Kirchgessner,** sales manager-sports editor, KNPT Newport, Ore., to KSTP as account executive; **Eric A. Rehnwall,** formerly with Frederic W. Ziv Productions, to KSTP-TV, as account service man.

Bill Bailey, announcing-sales staff, KWFC Hot Springs, Ark., appointed general manager, WHBO Tampa, Fla.

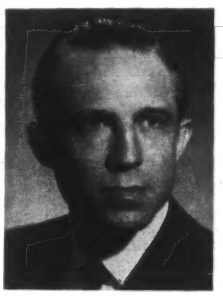
Franklin H. Small, sales manager, WMIL Milwaukee, named director of radio sales, WFBM Indianapolis, Ind.

MR. SMALL

Bernard T. Wilson, formerly president and general manager, WTVI (TV) Belleville, Ill., named sales manager, KSTM-TV St. Louis.

John A. Dobson, director of advertising and sales promotion, the Maltex Co., Burlington, Vt., appointed sales manager of WCAX-TV same city.

Harry Alsup, formerly with Noble-Drury & Assoc., Nashville, Tenn., in food merchandising capacity, appointed director of merchandising and sales promotion, WSIX-AM-TV same city.



MR. ALSUP

George St. Amand, formerly of CKVL Verdun, Quebec, named manager, CKTR Three Rivers, Quebec.

Richard S. Zavon, promotion manager, WCPO-TV Cincinnati, to WFMY-TV Greensboro, N. C., in same capacity.

Roy Leonard, disc m.c., WKOX Framingham, Mass., named program director in addition to his present duties.

Jim Paulus, disc m.c., WFOB Fostoria, Ohio, promoted to program director.

Arthur C. Whitaker Jr., film director, WOKY-TV Milwaukee, and **John Alves,** staff announcer, WSBT-TV South Bend, to WSJV-TV Elkhart-South Bend in similar capacities.

Glenn White, film director, KOTV (TV) Tulsa, named traffic director; **Wayne Couch,** assistant film director, succeeds Mr. White.

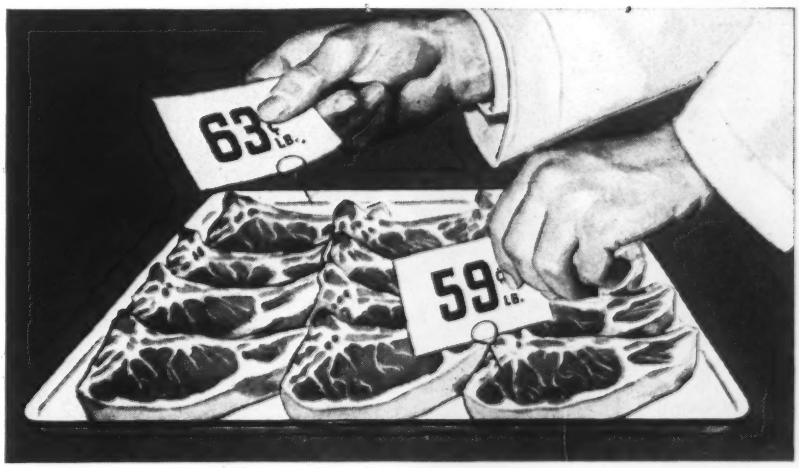
George Fisher, KNX Hollywood on-the-air motion picture editor, assumes similar assignment on KNXT (TV) that city. **Gil Stratton,** actor, to KNXT as sportscaster, temporarily taking over **Tom Harmon's** time slot while latter broadcasts Hollywood Stars baseball games on KHJ Hollywood.

James McNamara, news dept., KLAC Hollywood, named news editor.

Alvin D. Bauer, radio farm director, KPOJ Portland, Ore., to KSLM Salem, Ore., in similar capacity.

Jack Mahoney, formerly with WIP Philadel-

Why do meat prices change so often?



Here's the answer...

Hogs Zoom On Light Supplies
By the Associated Press
This newspaper item appeared Monday, Jan. 11
Hog Prices Tumble on Huge Overrun
By the Associated Press
Hog prices dropped Tuesday
This one appeared the very next day

As these newspaper clippings so clearly show, the *amount of meat there is to buy* varies widely from day to day.

Peoples' appetite for meat, on the other hand, changes very slowly. They *want* about the same amount of meat one day to the next, but they don't always *buy* the same amount. The price determines that.

When supplies go *down* and prices go *up* people buy a little *less* meat. If they didn't, retailers would soon have empty counters.

When supplies go up, lower prices encourage people to buy *more* meat. If they didn't, some of the meat would remain unsold and spoil.

So, if your meat money doesn't buy as many pork chops today as it did yesterday—or last month—you'll know it's simply because there are fewer pork chops to buy. If it buys more, it's because there are more to buy. There are always more of some cuts and kinds than of others. These are your meat man's "specials." Watch for them and take advantage of them.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday.

5 to 7 a.m.

Headley-Reed, National Representatives

WSYR SYRACUSE
570 KC
NBC AFFILIATE

LIBEL-SLANDER

We have never encountered a Broadcaster who wasn't interested in this hazard—nor one who wasn't exposed to it! Hundreds, nationwide, have our unique

INSURANCE

covering this and related risks, Policies tailored to fit *your* institution. Rates? Almost absurdly low. Details? A letter to us, please.

WRITE FOR DETAILS AND RATES

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KANSAS CITY, MISSOURI

phia, to the sales staff, WIBG, same city.

Ralph J. Shade, WTMA Charleston, S. C., to sales dept., WCSC, same city.

Russ Person, engineering staff, WCCO Minneapolis-St. Paul, named studio supervisor, same station.

Dave Booher, account executive, WMBR Jacksonville, Fla., appointed local sales manager and program director.

MR. BOOHER

Norma Wooton, secretary to general manager, KEX Portland, Ore., named advertising and sales promotion assistant.

Robert F. Prins appointed public affairs director, KING-TV Seattle, Wash.

Paul E. Millen, formerly sales manager, National Sales Co., Boone, Iowa, to sales staff, Lee Broadcasting Inc. (KHQA-TV Hannibal, Mo., WTAD Quincy, Ill., and KGLO-AM-TV Mason City, Iowa.)

Eugene S. Sumner, formerly with Weed & Co., named account executive, tv sales staff, Crosley Broadcasting Corp.'s Eastern Div. offices, N. Y.

Charles A. Black, program director, WSAI Cincinnati, promoted to newly-created position of station manager.

MR. BLACK

Eileen Mack, coordinator of *Bob Elson Show* at WCFL Chicago, appointed public relations director to handle all promotion, publicity and advertising for that show.

Arthur Hull Hayes, CBS vice president in San Francisco and general manager, KCBS that city, named to board of governors, Bay Area Council.

Fred L. Bernstein, general manager, WTTM Trenton, named publicity chairman, 1954 drive of Trenton Jewish Federation.

Marvin Levey, sales promotion manager, WFDF Flint, Mich., elected a director, Sales Executive Club of Flint.

Clyde W. Mitchell, merchandising representative, WPTF Raleigh, N. C., elected secretary, Raleigh Junior Chamber of Commerce.

Gene Osborn, sports director, KABQ Albuquerque, N. M., elected president, Albuquerque Press Box Assn., comprised of sports reporters and officials.

Nat M. Abramson, manager, WOR New York entertainment bureau, will be presented with a citation by the Defense Dept. today (Monday), "for patriotic service in providing entertainment to members of the Armed Forces in continental U. S. during the period 1951 to 1953."

Lyle Bond, sports commentator, KHJ-TV Hollywood, portrays sports announcer in Universal-International's "Francis Joins the WACs." **Larry Harmon,** star of KNBH (TV) Hollywood *Commander Comet,* assigned role in same picture.

Jim Lounsbury named winner of radio disc jockey poll taken by *Tv Today* magazine among Chicago listeners.

Bill Cullenward, director of press information, KCBS San Francisco, at Herrick Memorial Hospital, Berkeley, Calif., for a back operation.

Joan Hedden, sales dept., WIP Philadelphia, and Albert Seckinger were married March 20.

Jim Healy, sportscaster, KMPC Hollywood, father of boy, Patrick Kelley, March 17.

Hal Stubbs, English-language program director, CKVL Verdun, Quebec, father of girl.

Networks

Frank J. Albanese, film dept., WJAR-TV Providence, to staff of CBS-TV Film News, N. Y.

Richard Wehrheim, NBC Chicago engineering staff, promoted to newly-created post of technical maintenance supervisor for radio-tv.

Jane Froman, radio and tv singer, presented with Goodwill Award for 1954 by the Goodwill Industries, welfare organization for the handicapped, and the New York City Society for Crippled Children and Adults Inc., for overcoming "severe handicaps with grace and fortitude."

Marie Wilson and **Mary Shipp,** co-stars, CBS-AM-TV *My Friend Irma,* named honorary co-chairmen for radio, 1954 Easter Seal campaign.

Fran Allison joins panel of ABC-TV *It's About Time,* replacing Ruth Duskin.

Raymond W. Myers, 69, for many years special

Traubel on 'Opry'

HELEN TRAUBEL, Wagnerian soprano formerly with New York's Metropolitan Opera, was scheduled to go from "grand opera" to *Grand Ole Opry* in an appearance on WSM Nashville's program of that name last Saturday night. She also was to appear on WSM's regional network popular music show, *Sunday Down South.*

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

police officer, NBC Hollywood, died March 14.

Film

Bradford Cross, district sales manager, Princeton Film Center Inc., Princeton, N. J., promoted to national director of sales and sales promotion.

J. Don Alexander, Don M. Alexander, Don Alexander Jr., E. B. Foster and **Thomas Burgess,** elected to board of directors, Alexander Film Co., Colorado Springs.

Duncan R. Buckham, formerly with network sales dept., DuMont Tv Network, to Television Programs of America, N. Y., as account executive in New York area.

Jack London, formerly associated with Harriscope Inc., Hollywood, to Atlas Television Corp., Hollywood, as western director. Firm has enlarged offices at 1350 N. Highland. Telephone is Hollywood 4-0840.

Manufacturers

Walter J. Roche, formerly assistant to president, Link Radio Corp., N. Y., to Allen B. DuMont Labs' radio communications dept., as Eastern seaboard sales supervisor.

MR. ROCHE

Sol Sanders, formerly assistant to president, Walker & Crenshaw Inc., N.Y. public relations firm, appointed director of public relations and advertising, Chromatic Television Labs Inc., N. Y.

Nat Welch, sales manager, Orradio Industries Inc., Opelika, Ala. (sound recording tape), appointed vice president in charge of sales.

John B. Lang, formerly with Frank Edwards Co., S. F., to sound equipment div., Ampex Corp., Redwood City, Calif., as sales engineer; **George A. Brettell,** in engineering projects div., named chief engineer for Ampex Loud Speaker Corp., North Hollywood.

Dave Ellis, industrial div., Kierulff & Co., L. A., to George Davis Sales Co., that city, electronics equipment sales representatives, as sales engineer.

Robert A. Gingrich, assistant treasurer, Hoffman Laboratories, L. A., shifts to tv div., Hoffman Radio Corp., same city, as assistant secretary-treasurer. **Joseph S. McGee,** assistant secretary of tv div., becomes assistant secretary, Hoffman Labs., newly-created position. **R. W. Westerfield,** formerly assistant to **William Halligan,** president of Hallicrafters, Chicago, to Hoffman Radio Corp. as tv div. purchasing director.

Program Services

William L. Sprague, former assistant tv director, WBKB (TV) Chicago, appointed production manager, Telecine Recording Studios, Park Ridge, Ill.

Bud Murphy, formerly program director and account executive, KVSM San Mateo, opens own business as freelance writer producer.

Benjamin V. Grasso, former education director, G. Schirmer Inc., appointed vice president, Associated Music Publishers, where he will organize and expand its operation in field of music education.

Bill Walker, actor and SAG board member, forms own Hollywood production firm to package radio-tv programs and produce plays. Attorney **Edward Maddox, Ethel Holbert** and **Alice Key,** elected vice presidents with **Richard Wright III,** treasurer, and **Hannah Walker,** secretary.

Professional Services

Arthur B. Hogan, board chairman, Universal Recorders, Hollywood, elected president of Albert Zugsmith Corp., L. A., brokers in radio-tv stations and motion picture properties. **Mr. Zugsmith** continues as board chairman.

Robert A. Stauffer and **Kenneth G. Donald,** vice presidents, National Research Corp., Cambridge, Mass., elected to board of directors.

Edward H. Guilford, formerly vice president, Cleveland Institute of Radio Electronics, appointed asssitant to president, Capitol Radio Engineering Institute, Washington.

John L. Sullivan, formerly with statistical control dept., A. C. Nielsen Co., and **Joseph K. Weber,** on Nielsen field staff, have been named client service executives in New York office of the company's radio-tv division. **William G. Keith** and **David N. Nelson,** also from Nielsen field force, promoted to Chicago office of radio-tv division.

Trade Associations

Kenneth E. Chernin, formerly with U. S. Chamber of Commerce, Washington, named executive on radio and tv production activities, American Assn. of Advertising Agencies.

Roger M. Kennedy, 62, second vice president, International Alliance of Theatrical Stage Employes (AFL), died March 19.

AWARDS

GOLDSMITH WINS FOUNDERS AWARD

THE SECOND presentation of the Institute of Radio Engineers Founders Award was made during IRE's annual convention banquet in New York last Wednesday to Dr. Alfred N. Goldsmith, consulting engineer, Fellow of IRE and editor emeritus of the organization's publications (see convention story, this issue).

The Founders Award is bestowed only on special occasions to outstanding leaders in the communications and electronics field. It was awarded for the first time a year ago to Brig. Gen. David Sarnoff, RCA board chairman [B•T, March 30, 1953].

IRE President William R. Hewlett made the presentation to Dr. Goldsmith, who was honored for "outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

DR. GOLDSMITH

President Hewlett also presented other awards, as follows:

Medal of Honor—1954, awarded in recognition of outstanding scientific and engineering achievements in communications and elec-

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ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

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To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

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Col. B. J. Palmer, President
Ernest C. Sanders, Manager

tronics, to William L. Everitt, dean of the College of Engineering, U. of Illinois, for "his distinguished career as an educator and scientist; for his contributions in establishing electronics and communications as a major branch of electrical engineering; for his unselfish contributions to the defense of our country; for his leadership in the affairs of the IRE."

Morris Liebmann Memorial Prize—1954, awarded to an IRE member for a recent important contribution to the radio art, to Robert R. Warnecke, technical director, Compagnie Generale de Telegraphie Sans Fil, Paris, for "his many valuable contributions and scientific advancements in the field of electron tubes and in particular the magnetron class of traveling-wave tubes."

Browder J. Thompson Memorial Prize Award —1954, awarded to an author under 30 years of age for a paper recently published by the IRE which constitutes the best combination of technical contribution and presentation of the subject, to R. L. Petritz, U. S. Naval Ordnance Lab, for "On the Theory of Noise in P-N Junctions and Related Devices."

Harry Diamond Memorial Award—1954, awarded to a person in government service for outstanding contributions in radio or electronics, to Dr. Harold A. Zahl, director of research, Signal Corps Engineering Labs, Fort Monmouth, N. J., for "his technical contributions, his long service and his leadership in the U. S. Army Signal Corps research program."

Editor's Award—1954, awarded to an author of an outstanding paper submitted to an IRE publication, to P. W. Howells, General Electric Co., for "Transients in Color Television."

Vladimir K. Zworykin Television Prize Award —1954, awarded to an IRE member for important technical contributions to electronic tv, to Alda V. Bedford, RCA Labs, for "his contributions to the principle of mixed highs and its application to color television."

Fellow Awards—1954 were presented to:

Foreign—D. C. Espley, chief engineer, telecommunications research laboratories of General Electric Co., Ltd., North Wembly, England; A. W. Montgomery, joint general manager, Standard Telephones & Cables Ltd., London; Yasujiro Niwa, president, Tokyo Electrical College, Tokyo; M. J. H. Ponte, director, Compagnie Generale de Telegraphie Sans Fil, Paris; Herre Rinia, director of research, Philips Research Labs. N. V., Philip Gloeilampenfabrieken, Eindhoven, Netherlands.

Canadian—J. E. Hayes, chief engineer, Canadian Broadcasting Corp., Montreal; George Sinclair, associate professor, U. of Toronto, president, Sinclair Radio Lab. Ltd., Toronto; B. R. Tupper, manager and chief engineer, Northwest Telephone Co., Vancouver, B. C.

United States—E. I. Anderson, assistant manager, Industry Service Lab., RCA Labs Div., New York; A. V. Astin, director, National Bureau of Standards, Washington; W. F. Bailey, engineer, Hazeltine Corp., Little Neck, N. Y.; D. S. Bond, research engineer, RCA Labs Div., Princeton, N. J.; M. R. Briggs, manager, Missile Ground Control Engineering, Westinghouse Electric Corp., Baltimore; I. F. Byrnes, vice president of engineering, Radiomarine Corp. of America, New York; Madison Cawein, consultant, Diamond Power Corp., Lancaster, Ohio; P. R. Mallory & Co. Inc., Indianapolis; J. G. Chaffee, technical staff, Bell Telephone Labs Inc., New York; Britton Chance, director Johnson Research Foundation, U. of Pennsylvania, Philadelphia; Marvin Chodorow, associate professor, Stanford U., Stanford, Calif.; D. H. Clewell, director, field research Labs., Magnolia Petroleum Co., Dallas, Tex.; R. B. Colton, major general (retired), U. S. Army, Washington; M. S. Corrington, radio engineer, RCA Victor Div., Camden, N. J.; P. M. Craig, vice president of engineering, Radio & Television Div., Philco Corp., Philadelphia; C. A. Culver, Senior Physicist, Southwest Research Institute, San Antonia, Tex.; F. M. Doolittle, president and treasurer, Connecticut Broadcasting Co., Hartford, Conn.; W. L. Dunn, vice president in charge of sales and engineering, Raytheon Television & Radio Corp., Chicago; N. E. Edlefsen, director, Electro-mechanical Engineering Dept., North American Aviation, Downey Calif.; M. A. Edwards, manager of engineering, X-Ray Dept., General Electric Co., Milwaukee; C. L. Engleman, captain, U. S. Navy; D. H. Ewing, director of research services, RCA Labs. Div., Princeton, N. J. R. M. Fano, associate professor, Massachusetts Institute of Technology, Cambridge; E. P. Felch, technical staff, Bell Telephone Labs Inc., Murray Hill, N. J.; J. L. Finch, design superintendent, RCA Communication Inc., New York; R. M. Foster, professor of mathematics, Polytechnic Institute of Brooklyn, Brooklyn; A. W. Friend, director of engineering and development, Magnetic Metals Co., Camden, N. J.; E. G. Fubini, supervising engineer, Airborne Instruments Lab Inc., Mineola, N. Y.; I. A. Getting, vice president, engineering and research, Raytheon Mfg. Co., Waltham, Mass.; J. E. Gorham (deceased), formerly chief, thermionics branch, Signal Corps Engineering Lab, Belmar, N. J.; C. A. Gunther, assistant chief engineer, Engineering Products Dept., RCA Victor Div., Camden, N. J.; J. P. Hagen, Naval Research Lab., Washington; N. L. Harvey, chief engineer, Sylvania Electric Products Inc., Buffalo, N. Y.; Walter Hausz, manager, development engineering, General Electric Co., Syracuse, N. Y.; W. D. Hershberger, professor of engineering, U. of California, Los Angeles; R. D. Huntoon, director, Corona Labs., National Bureau of Standards, Corona, Calif.; R. G. E. Hutter, head, physical research branch, Sylvania Electric Products, Inc., Bayside, N. Y.; J. F. Jordan, chief engineer, Baldwin Co., Cincinnati; W. R. Koch, group manager, RCA Victor Div., Camden, N. J.; J. D. Kraus, professor of electrical engineering, Ohio State U., Columbus; J. B. H. Kuper, chairman, instrumentation and health, Brookhaven National Lab., Upton, N. Y.; J. M. Lafferty, research associate, General Electric Research Lab., Schenectady, N. Y.; J. J. Lamb, director of electronic research, Remington Rand Inc., South Norwalk, Conn.; Reuben Lee, advisory engineer, Westinghouse Electric Corp., Baltimore; W. D. Lewis, director of switching research, Bell Telephone Labs Inc., Murray Hill, N. J.; W. W. Mieher, department head, armament radar, Sperry Gyroscope Co., Great Neck, N. Y.; B. M. Oliver, director of research, Hewlett Packard Co., Palo Alto, Calif.; J. M. Pettit, associate professor of electrical engineering, Stanford U., Stanford, Calif.; Donald A. Quarles, assistant secretary of defense for research and development, Department of Defense, Washington; W. H. Radford, professor of electrical communications, Massachusetts Institute of Technology, Cambridge; Eugen Reisz, New York, N. Y.; T. C. Rives, manager, General Electric Advanced Electronic Center at Cornell University, Ithaca, N. Y.; General Electric Co., Syracuse, N. Y.; G. M. Rose Jr., manager, advanced development group, RCA Victor Div., Harrison, N. J.; P. C. Sandretto, assistant technical director, Federal Telecommunication Labs., Nutley, N. J.; Kurt Schlesinger, head, Television Research Dept., Motorola Inc., Chicago; A. H. Schooley, associate superintendent, Naval Research Lab., Washington; H. J. Schrader, manager, Advanced Development FPD, RCA Victor Div., Camden, N. J.; A. C. Schroeder, television engineer, RCA Labs Div., Princeton, N. J.; G. R. Shaw, chief engineer, Tube Department, RCA Victor Div., Harrison, N. J.; R. F. Shea, supervisor, semiconductor applications engineering, General Electric Co., Syracuse, N. Y.; Samuel Silver, professor of engineering science, U. of California, Berkeley, Calif.; E. A. Speakman, general manager, Fairchild Guided Missile Div., Wyandach, N. Y.; W. L. Webb, manager, missile section, Bendix Products Div., Bendix Aviation Corp., Mishawaka, Ind.; P. T. Weeks, Wellesley Hills, Mass.; J. O. Weldon, president, Continental Electronics Mfg., Dallas, Tex.; K. R. Wendt, manager, Advanced Development, Sylvania Electric Products Inc., Buffalo, N. Y.; E. M. Williams, project engineer, Naval Ordnance Lab., Silver Spring, Md.; J. R. Wilson, director, electronic apparatus development, Bell Telephone Labs Inc., Murray Hill, N. J.; D. E. Wooldridge, president, Ramo-Wooldridge Corp., Los Angeles.

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DUPONT RADIO-TV AWARDS PRESENTED

WBZ-AM-TV, WOI-TV and NBC commentator Pauline Frederick win top honors for the 1953 competition.

THE 11th annual Alfred I. duPont Awards in radio and television—conferred for "meritorious service to the American people"—were presented to a joint radio-tv station operation, a television station and an individual last Friday night during an awards dinner at Washington's Mayflower Hotel.

Dr. Francis P. Gaines, chairman of the five-man awards committee of the Alfred I. duPont Awards Foundation in Radio & Television and president of Washington & Lee U., announced the awards for 1953 to WBZ and WBZ-TV Boston, to the Iowa State College outlet, WOI-TV Ames, and to NBC Radio Commentator Pauline Frederick. Leaders of the radio and tv industries were present at the ceremonies, which also saw four other stations and a second network commentator named in special citations.

The Friday evening presentations, which were broadcast by NBC Radio from 9:35-10 p.m. EST, each consisted of an engrossed plaque recognizing the recipient's achievement and

MR. SWARTLEY

MR. MILLS

a check for $1,000. Dr. Gaines said the winners were selected from a large field of radio and tv stations and commentators nominated for the awards.

Paul E. Mills, WBZ station manager, and W. C. Swartley, WBZ-TV station manager, accepted the awards to the Westinghouse Broadcasting Co. outlets. Both made brief acceptance speeches. The Boston stations were cited jointly for "consistent, well-planned programming designed to serve the needs of an informed and progressive community and to develop and encourage good citizenship."

WOI-TV, represented by Richard B. Hull, general manager, was commended for "its outstanding record of leadership in the development of programs of practical and cultural value to the people of Iowa."

Miss Frederick, who accepted her award in person for her NBC Radio network commentary program, *Pauline Frederick Reporting*, heard Monday through Friday at 12 noon EST, was praised "for exemplifying the best traditions of news commentary through thoughtful, original, objective and responsible reporting and interpretation of the news."

The special commendation of three large stations, one small station and a network commentator, went to:

WBAL-TV Baltimore for "its public service leadership in the emergency created by a school strike, when the station cleared air time for television instruction." It was WBAL-TV's second straight year to receive a special citation.

KNXT (TV) Hollywood "for a notable group of programs serving the public interest in the fields of public school education, religion, safety, marketing, income tax advice and public forum discussions." Dr. Frank Baxter's Shakespeare course on KNXT also was mentioned.

WHAS-TV Louisville for "its consistently energetic and generous support of many civic, health and charitable agencies, and for its success in winning general support for services to the community." WHAS-TV's "pioneering telecast" of a lung operation in the station's

MISS FREDERICK

MR. HULL

campaign to educate viewers to the danger of cancer was noted.

KFXJ Grand Junction, Colo., was the small station recognized, for "its aggressive civic-minded policies and programs, including leadership in the discussion of local issues."

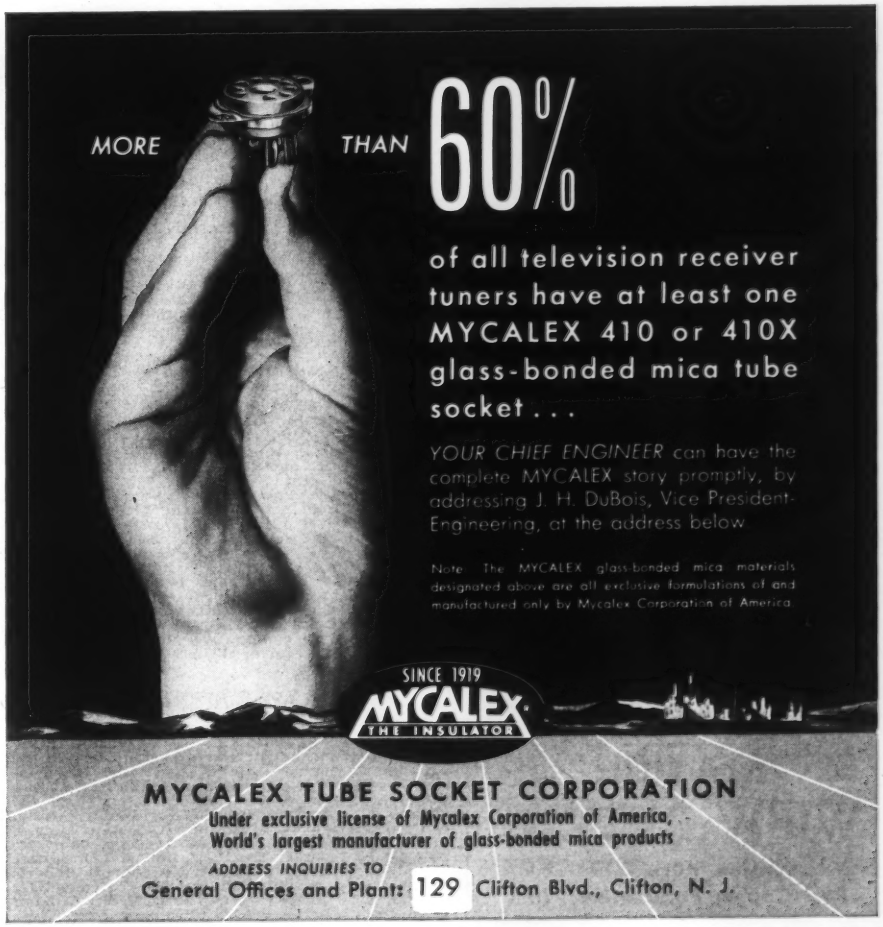
ABC commentator Martin Agronsky for "his honesty and courage, and for the comprehensively factual basis of his commentary." It was Mr. Agronsky's second straight year to be specially cited.

The duPont awards were established by Mrs. Jessie Ball duPont in 1942 as a memorial to her husband. Three years ago their administration was turned over to Washington & Lee U. A plan also was established at that time in which winners are invited to use their cash awards to establish fellowships for young people in their areas for advanced study in mass communications.

Last year's winners were WBNS-TV Columbus, Ohio; WMT Cedar Rapids, Iowa, and commentator Gerald W. Johnson of WAAM (TV) Baltimore.

AT&T's Cowan Wins AIEE 1953 Lamme Gold Medal

FRANK A. COWAN, assistant director of operations, Long Lines Dept. AT&T, has been designated the winner of the 1953 Lamme Gold Medal of the American Institute of Electrical Engineers. Presentation will be made June 21 at the summer and Facific general meeting of the Institute. The Lamme Medal is awarded annually to a member of the Institute "who has shown meritorious achievement in the development of electrical apparatus or machinery." Specifically Mr. Cowan was cited for "his outstanding contributions to long distance communications and development of modulating and transmission measuring apparatus of original design and application."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Station Authorizations, Applications
(As Compiled by B•T)

March 18 through March 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1954*

	AM	FM	TV
Licensed (all on air)	2,522	525	101
CPs on air	7	29	†278
CPs not on air	128	19	198
Total on air	2,529	554	†379
Total authorized	2,657	573	577
Applications in hearing	129	4	183
New station requests	154	3	99
Facilities change requests	141	22	26
Total applications pending	897	108	262
Licenses deleted in Feb.	1	2	0
CPs deleted in Feb.	0	0	5

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through March 24

	On Air	Licensed	CPS	Appls. Pending	In Hearing
Am	2,530	2,531	131	160	129
Fm	562	533	48	2	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	226	301	527[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	243	126	369
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	913	337	706	525	1,232[2]
Educational	25		26	26	52[3]
Total	965	337	732	551	1,285[4]

[1] Fifty-nine CPs (12 vhf, 47 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 550 already granted.

* * *

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ACTIONS OF FCC

New Tv Stations . . .

GRANTS

El Paso, Tex.—Trinity Bcstg. Corp. (KLIF-AM-TV Dallas; KELP El Paso), granted vhf ch. 13 (210-216 mc); ERP 49 kw visual, 27 kw aural; antenna height above average terrain 120 ft., above ground 352 ft. Estimated construction cost $180,946, first year operating cost $158,610, revenue $172,300. Post office address 2104 Jackson St., Dallas. Studio and transmitter location SW side of Delta & French Sts., El Paso. Geographic coordinates 31° 45′ 42″ N. Lat., 106° 26′ 15″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Barton R. McLendon** (50%), 20% partner Tri-State Theatres, Dallas; Vice President **Gordon B. McLendon** (49%), 20% partner Tri-State Theatres, and Secretary-Treasurer **John Robert Euler** (1%). Granted March 19.

Spokane, Wash. — Louis Wasmer (KREM), granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 52.55 kw aural; antenna height above average terrain 781 ft., above ground 712 ft. Estimated construction cost $426,870, first year operating cost $312,000, revenue $185,000. Studio and transmitter location 41st and Regal; Geographic Coordinates 47° 36′ 56″ N. Lat., 117° 22′ 06″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Robert M. Sillerman, Washington. Applicant owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.; Mr. Wasmer formerly owned KSPO, KHQ and KGA, in Spokane. Address: Davenport Hotel. Grant was made possible by dismissal of competitive bid of KNEW Spokane, which receives $32,500 in consideration. Granted March 18.

APPLICATIONS

Boston, Mass.—Allan B. DuMont Labs Inc., vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 409 ft., above ground 423.5 ft. Estimated construction cost $2,109,950, first year operating cost $2,000,000, revenue $2,300,000. Post office address 515 Madison Ave., New York, N. Y. Studio location to be determined. Transmitter location Murray St., Medford, Mass. Geographic coordinates 42° 25′ 56″ N. Lat., 71° 05′ 21″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer DuMont Tv Network, New York, N. Y. DuMont owns and operates WABD (TV) New York, N. Y., WDTV (TV) Pittsburgh, and WTTG (TV) Washington. Filed March 23.

Toledo, Ohio—Anthony Wayne Tv Corp., vhf ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,039 ft. Estimated construction cost $828,555, first year operating cost $1,000,000, revenue $1,275,000. Post office address 2300 Ohio Building, Toledo. Studio location Madison Ave. & 15th, Toledo. Transmitter location NW corner Cedar Point & Norden Rd., E of Toledo. Geographic coordinates 41° 40′ 32″ N. Lat., 83° 23′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Charles L. Brady, Lansing, Mich. Principals include President **Mason B. Jones** (12.05%), diversified manufacturing; Vice President **Howard P. DeVilbiss** (12.05%), manufacturer of spraying equipment; Vice President **Harold F. Gross** (12.05%), owner of WGPG Kalamazoo, Mich., and president-general manager-78% stockholder WJIM Lansing, Mich.; Vice President **C. Barnes Walbridge** (12.05%), commercial photography; Secretary **William H. Black Jr.** (3.61%), attorney, and Treasurer **Durwood DuBois** (2.40%), banker. There are nine other minority stockholders. Filed March 23.

APPLICATIONS AMENDED

Dothan, Ala.—Ala-Fla-Ga Tv Inc. amends bid for new tv station on vhf ch. 9 to change ERP to 53 kw visual, 26.5 kw aural; antenna height above average terrain 556 ft. Filed March 19.

Fayetteville, N. C.—Ralph E. Hess amends bid for new tv station on uhf ch. 18 to specify uhf ch. 54 (710-716 mc); ERP 183 kw visual, 95.26 kw aural. Filed March 19.

APPLICATIONS DISMISSED

LaGrange, Ga.—LaGrange Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 50 at request of applicant. Dismissed March 22.

Plattsburg, N. Y.—Plattsburg Bcstg. Corp. FCC dismissed bid for new tv station on uhf ch. 28 at request of attorney. Dismissed March 18.

Existing Tv Stations . . .

ACTIONS BY FCC

KFIA (TV) Anchorage, Alaska—Kiggins & Rollins, granted modification of CP for vhf ch. 2 to change ERP to 13.5 kw visual, 8.3 kw aural; antenna height above average terrain 40 ft. Granted March 16; announced March 22.

KNBH (TV) Los Angeles, Calif.—National Bcstg. Co. granted modification of CP for vhf ch. 4 to change ERP to 42.7 kw visual, 21.4 kw aural; antenna height above average terrain 3,200 ft. Granted March 19; announced March 22.

WINK (TV) Ft. Myers, Fla.—Ft. Myers Bcstg. Co. granted STA to operate commercially on vhf ch. 11 for the period ending Aug. 11. Granted March 18; announced March 22.

WJNO-TV West Palm Beach, Fla.—Palm Beach Tv Inc. granted modification of CP for vhf ch. 5 to change ERP to 100 kw visual, 60.3 kw aural; change studio location to Palm Beach Playhouse on Coconut Rd., S. of Flagler Memorial Bridge, West Palm Beach; transmitter location to Prosperity Farm Rd., 0.75 mile N of Lake Park, Fla. Granted March 15; announced March 22.

WQXL-TV Louisville, Ky.—Robert W. Rounsaville granted modification of CP for uhf ch. 41 to change ERP to 200 kw visual, 105 kw aural; antenna height above average terrain 210 ft. Granted March 15; announced March 22.

WBCK-TV Battle Creek, Mich. — Michigan Bcstg. Co. granted modification of CP for uhf ch. 58 to change ERP to 74.1 kw visual, 40.7 kw aural; antenna height above average terrain 580 ft. Granted March 16; announced March 22.

WSLI-TV Jackson, Miss.—Standard Life Bcstg. Co. granted STA to operate commercially on vhf ch. 11 for the period ending Aug. 11. Granted March 18; announced March 22.

STATION DELETED

KNEH (TV) Clovis, N. M.—Sid S. Pipkin and Sam W. Pipkin d/b as Telepolitan Bcstg. Co. FCC deleted tv station on vhf ch. 12 for lack of prosecution. Deleted March 15.

CALL LETTERS ASSIGNED

KTVR (TV) Hot Springs, Ark.—Southern Newspapers Inc., vhf ch. 9.

KHOF (TV) Stockton, Calif.—Radio Diablo Inc., vhf ch. 13.

KNOX-TV Grand Forks, N. D.—Community Radio Corp., vhf ch. 10.

KSPG (TV) Tulsa, Okla.—Arthur R. Olson, uhf ch. 17.

WSPA-TV Spartanburg, S. C.—Spartan Radiocasting Co., vhf ch. 7. Changed from WORD-TV.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing, vhf ch. 7. Changed from KGKB-TV.

APPLICATIONS

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. seeks CP for vhf ch. 9 to change ERP to 108 kw visual, 57.5 kw aural; antenna height above average terrain 705 ft. Filed March 22.

WTEV (TV) New Bedford, Mass.—E. Anthony & Sons Inc. seeks modification of CP for uhf ch. 28 to change ERP to 239.3 kw visual, 125.9 kw aural; antenna height above average terrain 728 ft. Filed March 19.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. seeks modification of CP for vhf ch. 9 to change ERP to 45.95 kw visual, 22.98 kw aural; transmitter location to 0.45 mile due N of city limits, near Jackson; antenna height above average terarin 641 ft. Filed March 19.

WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co. seeks modification of CP for uhf ch. 35 to change ERP to 13.55 kw visual, 8.14 kw aural, directional antenna; antenna height above average terrain 237 ft. Filed March 19.

New Am Stations . . .

APPLICATIONS

London, Ky.—States Bcstg. System Inc., 1400 kc, 250 w unlimited. Post office address % Charles F. Trivette, Hotel London, London, Ky. Estimated construction cost $15,511, first year operating cost $72,000, revenue $84,000. Principals include President **Charles F. Trivette** (44%), former Ky. State Senator, applicant for new am station at Mt. Sterling, Ky., and president-37½% stockholder Ky. Bcstg. Co., permittee of new am station at Grundy, Va.; Vice President **Elom Mills** (4%), auto dealer, and Secretary-Treasurer **Herman G. Dotson** (4%), Master Commissioner of Pike Circuit Court, Pikeville, Ky. Filed March 12.

Redwood Falls, Minn.—Harry Willard Linder, 1490 kc, 100 w unlimited. Post office address P. O. Box 393, Willmar, Minn. Estimated construction cost $18,816, first year operating cost $43,000, revenue $45,000. Mr. Linder is licensee of KMHL Marshall, Minn., president-58% stockholder KDMA Montevideo, Minn., president-10% stockholder KTOE Mankato, Minn. Filed March 11.

Lumberton, N. C.—Southeastern Bcstg. Corp., 1480 kc, 1 kw unlimited, directional. Post office address 320 W. 15th St., Lumberton. Estimated construction cost $30,000, first year operating cost $36,000, revenue $50,000. Principals in equal partnership include **Hector MacLean**, attorney, real estate and former Mayor of Lumberton; **Donald R. Fuller**, real estate and auto dealer; **John Luther McLean**, insurance and real estate, and **David D. King Jr.**, dentist. Filed March 11.

Henryetta, Okla.—W. D. Miller, Glyndal D. Roberts & Donaghey G. Sammons d/b as Henryetta Bcstg. Co., 1360 kc, 500 w daytime. Post office address % D. G. Sammons, 603 W. 2nd St., Russellville, Ark. Estimated construction cost $14,530, first year operating cost $30,000, revenue $48,000. Principals include **W. D. Miller** (60%), general farming and cattle raising; **Glyndal D. Roberts** (20%), engineer KXRJ Russellville, Ark.; and **Donaghey G. Sammons** (20%), salesman KXRJ. Filed March 12.

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service, 1540 kc, 250 w daytime. Post office address % WTRS, 1547 Maplewood, Memphis, Tenn. Estimated construction cost $9,228, first year operating cost $24,000, revenue $36,000. Mr. Daly is general supply clerk at Memphis U. S. Naval Air Station. Filed March 11.

Existing Am Stations . . .

ACTIONS BY FCC

KSLV Monte Vista, Colo.—San Luis Valley Bcstg. Co. granted modification of CP to change to 1240 kc. Granted March 19; announced March 22.

WLYN Lynn, Mass.—Puritan Bcstg. Service Inc. granted authority to sign-off at 6:30 p.m. local time during May, June and July. Granted March 15; announced March 22.

KELP El Paso, Tex. — Trinity Bcstg. Corp. granted CP to change from 1 kw day to 500 w night, 1 kw day, directional night. Granted March 19.

Existing Fm Stations . . .

ACTIONS BY FCC

WPKM (FM) Tampa, Fla.—FM Bcstrs. granted modification of CP to change to ch. 284 (104.7 mc). Granted March 16; announced March 22.

WHYN-FM Springfield, Mass. — Hampden-Hampshire Corp. granted CP to change ERP to 3.2 kw; antenna height above average terrain from 970 ft. to 1,000 ft. Granted March 24.

STATION DELETED

WPDX-FM Clarksburg, W. Va. — Clarksburg Bcstg. Corp. FCC granted request to cancel license and delete fm station on ch. 236. Deleted March 15; announced March 22.

Ownership Changes . . .

ACTIONS BY FCC

KSDO San Diego, Calif.—San Diego Bcstg. Co. granted voluntary transfer of control to C. Arnholt Smith through purchase of remaining 50% interest from Copley Press Inc. (KCOP-TV Los Angeles) for $50,000. Mr. Smith will now be sole owner. Granted March 24.

WBIS Bristol, Conn.—Bristol Bcstg. Corp. granted transfer of control to Hatch Bcstg. Co. through sale of all stock for $65,000. Principals include **Eric Hatch** (67%), author and playwright; Vice President-Treasurer **E. Constance Hatch** (25%); Vice President **Thomas B. Hoben** (7.5%), insurance, and Secretary **Franklin C. Salisbury** (0.25%), vice president-10% stockholder KSTL St. Louis. Granted March 24.

KPOA Honolulu, Hawaii—John D. Keating & J. Elroy McCaw d/b as Island Bcstg. Co. granted voluntary assignment of license to Radio Hawaii Inc. for $400,000. Radio Hawaii is wholly owned subsidiary of Tele-Trip Policy Co., aviation insurance specialists. Principals include President **John M. Shaheen**, president-58.8% stockholder Tele-Trip Policy Co.; Treasurer **Joseph P. Kane** and Secretary **Philip Gandert**. Granted March 18.

KWAL Wallace, Idaho—Silver Bcstg. Co. granted assignment of license to Metals Bcstg. Co. No consideration involved as Silver Bcstg. Co. is wholly owned by Metals Bcstg. Principals are President **R. Lee Black** (60%), and **Lt. James G. Talbot** (40%). Granted March 15; announced March 22.

WCLD Cleveland, Miss.—Cleveland Bcstg. Co. granted voluntary assignment of license to partnership of C. W. Capps & Lowry Tims d/b as Cleveland Bcstg. Co. No consideration involved as principals retain identical interests. Granted March 15; announced March 22.

KFOR-TV Lincoln, Neb.—Cornbelt Bcstg. Corp. granted assignment of vhf ch. 12 to ch. 10 KOLN-AM-TV that city for $300,000. Fetzer Bcstg. Co., licensee of KOLN-TV, is owned 52% by John E. Fetzer and 48% by his wife Rhea H. Fetzer. Fetzer also operates WKZO-AM-TV Kalamazoo, and WJEF-AM-FM Grand Rapids, Mich. Mr. Fetzer is minority stockholder KXEL Waterloo, Iowa, and vice president-33⅓% stockholder WMBD-AM-FM Peoria, Ill. Assignment is on condition that Fetzer divest himself of all interest in KOLN-TV. Granted March 24.

WKXL Concord, N. H.—Capitol Bcstg. Co. granted voluntary assignment of license to Capitol Bcstg. Corp. for $75,000. Principals include President-Treasurer **H. Scott Kilgore** (100%), vice president-stockholder WGAW Gardner, Mass., and applicant for new am station at Plymouth, Mass.; Secretary **Frank J. Sulloway**, banking, and **Guy A. Swerson Jr.** Granted March 24.

WEGO Concord, N. C.—Cabarrus Bcstg. Co. granted voluntary relinquishment of control by A. W. Huckle through gift to daughter Elizabeth A. Huckle. Each will now own 50% interest. Granted March 19.

KUTV (TV) Salt Lake City, Utah—Utah Bcstg. & Tv Corp. granted transfer of negative control from Salt Lake Tribune Pub. Co. to Kearns-Tribune Corp. No consideration as purpose of application is for consolidation of Kearns Corp., Salt Lake Tribune Co. and Telegram Pub. Co. Granted March 22.

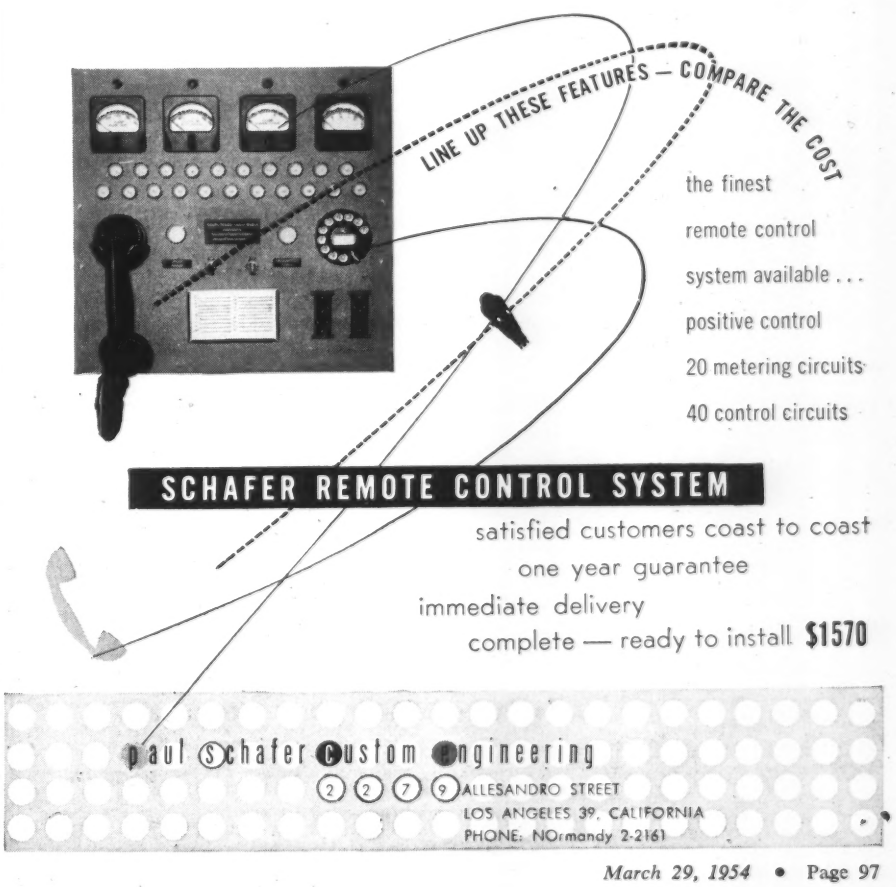
WKTY La Crosse, Wis.—La Crosse Bcstg. Co. granted assignment of license to Lee & Associates Inc., for $90,000. Principals include President-Treasurer Herbert H. Lee (90%), former co-partner KDHL Faribault, Minn., and his wife Elaine F. Lee (10%). Granted March 24.

APPLICATIONS

WAIT Chicago, Ill.—Radio Station WAIT seeks voluntary assignment of license for $273,000. Principals are all former owners of WSBL Chicago. They are: **Oscar Miller** (18%); **Julius Miller** (18%); **Bertha L. Miller** (18%); **Gertrude Miller** (18%), and **William T. McNeill** (6%). Filed March 12.

WLCS-AM-FM Baton Rouge, La.—Air Waves Inc. seeks voluntary transfer of control to A. Lamar Simmons and 9 others through sale of all stock for $135,000. Purchasers are all local businessmen and each purchases one-tenth of outstanding stock. Mr. Simmons is commercial manager WLCS. Filed March 15.

KENM Portales, N. M.—Plains Bcst. Co. seeks voluntary transfer of control to John Burroughs and Leola Randolph through sale of all stock for $25,000. Miss Randolph is manager KENM and Mr. Burroughs is associated with peanut milling. Filed March 12.



WNEW New York, N. Y.—WNEW Inc. seeks assignment of license to WNEW Bcstg. Co. for $1,608,750. Principals include President **Richard D. Buckley** (25%); Vice President **Harry R. Playford** (16⅔%), banker; Secretary-Treasurer **Horace L. Lohnes** (25%), Washington attorney, 24.9% stockholder WDZ Decatur, Ill.; 19.73% stockholder KXEL-AM-FM Waterloo, Iowa, and 23.75% stockholder KFBI Wichita, Kan.; **Ed. C. Wright** (16⅔%), real estate and securities, and **H. W. Holland** (16⅔%), attorney and banker. Filed March 11.

WMRB Greenville, S. C.—John A. Ellison & Katherine M. Simpson d/b as Paramount Radio Co. seek assignment of license to Paramount Bcstg. Co. for $40,000. Principals include President **Charles F. Cope** (17%); Vice President **Robert D. Poole** (15%); Secretary **Lee M. Fallaw** (1%), and Treasurer **William T. Arrington** (10%). All are former employes of WMRC Greenville. Mr. Ellison and Miss Simpson retain 28% each. Filed March 16.

WTMA-AM-FM Charleston, S. C.—Atlantic Coast Bcstg. Co. seeks voluntary assignment to parent company, Evening Post Pub. Co. Filed March 15.

KJIM Beaumont, Tex.—KPBX Bcstg. Co. seeks transfer of control to former owners J. M. Gilliam and Walker Saussy under contract election to terminate purchase plan. Filed March 12.

Hearing Cases . . .

OTHER ACTIONS

Des Moines, Iowa—Vhf ch. 8 proceeding. By memorandum opinion and order, the Commission denied a petition filed Dec. 15, by Cowles Bcstg. Co., Des Moines, Iowa, seeking reconsideration of memorandum opinion and order, released Dec. 8, which denied its earlier petition to enlarge the issues in the proceeding involving competing application by Cowles and the Murphy Bcstg. Co. for new tv station on ch. 8 in Des Moines, Iowa. Action March 18.

Pontiac, Mich.—New am, 1460 kc. By memorandum opinion and order, the Commission granted petition filed by WKMF Flint, Mich., insofar as it requests modification of hearing issues in proceeding involving application of James Gerity Jr., for new am station in Pontiac, Mich., on 1460 kc, 500 watts, unlimited time; further ordered that the burden of proceeding with the introduction of evidence and burden of proof shall be on protestant WKMH. Comr. Hennock dissented. Action March 18.

Hastings, Neb.—Vhf ch. 5 proceeding. FCC denied request of Strand Amusement Co. for extension of time to reply to Commission's letter of March 5; designated for consolidated hearing on April 23 Strand's application and that of Seaton Amusement Co. for new tv station on vhf ch. 5. Action March 24.

WMID Atlantic City, N. J.—By order, the Commission denied a petition filed by Mid-Atlantic Bcstg. Co. requesting the Commission to reconsider and vacate its action of Oct. 30, 1953 directing the company to show cause why an order should not be issued for it to cease and desist from violating Sect. 3.46(c) of Commission rules by permitting station WMID Atlantic City, N. J., to be operated in such a manner as to cause objectionable second harmonic interference to frequency 2670 kc, used by the United States Coast Guard. Action March 18.

KOAT Albuquerque, N. M.—By memorandum opinion and order, the Commission dismissed a protest filed March 8, by Metropolitan Tv Co., licensee of am station KOA (850 kc, 50 kw, unlimited), Denver, Colo., directed against the grant on Feb. 4, of CP to Alvarado Bcstg. Co., to change the facilities of KOAT, Albuquerque, N. Mex., from 1240 kc to 860 kc and increase power from 250 w unlimited, to 1 kw daytime, 500 w night, DA-N. Action March 19.

Buffalo, N. Y.—Vhf ch. 7 proceeding. FCC scheduled for hearing on April 23 the applications of Great Lakes Tv Inc., Greater Erie Bcstg. Co. and WKBW for new tv stations on vhf ch. 7. Action March 24.

Charlotte, N. C.—Vhf ch. 9 proceeding. By order, the Commission denied motion filed Feb. 4, by WSOC, seeking enlargement of hearing issues in proceeding involving competing applications of WSOC, Piedmont Electronics & Fixture Corp., and Carolinas' Tv Corp. for new tv stations in Charlotte, N. C., on ch. 9. Action March 18.

Toledo, Ohio—By memorandum opinion and order, the Commission denied petition filed July 30, 1953 by WTOD Toledo, Ohio, for rehearing and reconsideration of Commission Decision and Order of July 1, which granted application of Midwestern Bcstg. Co. for new am station in Toledo on 1470 kc, 1 kw, unlimited time, and denied applications of Toledo Blade Co. and Radio Corp. of Toledo, seeking same facilities in Toledo, The Rural Bcstg. Co. of Ohio, seeking same facilities in Oak Harbor, Ohio, and Unity Corp. Inc., seeking change in facilities of station WTOD from 1560 kc, 1 kw, day, to 1470 kc, 1 kw, DA, unlimited time. Action March 18.

Proposed Change in International Broadcast Rules—FCC proposed to amend Part 3 of its rules regarding international high frequency broadcasting in order to provide for private broadcasting by FCC licensees in manner consistent with international treaties and agreements. Comments will be received on or before May 19. (See B•T, March 22.) Action March 18.

Tv Allocation—On petition of Van Curler Bcstg. Corp., permittee of tv station WTRI, ch. 35, Schenectady, N. Y., the Commission invited comments on or before April 21,, to proposed rule making to assign ch. 35 to the Albany-Schenectady-Troy area in lieu of that channel's present assignment to Schenectady. Opposition by Hudson Valley Bcstg. Co., Inc., permittee of WROW-TV, ch. 41, Albany, requesting denial of Van Curler's petition for rule making, was denied. Comr. Hennock dissented. March 18.

Tv Allocation—5 Educational, 1 commercial. By report and order pursuant to rule making proceedings the Commission assigned five additional noncommercial educational tv channels as follows: Munford, Ala., ch. 7; Cookeville, Tenn., ch. 69; Crossville, Tenn., ch. 77; Lexington, Tenn., ch. 11; and Sneedville, Tenn., ch. 2 (plus), Tupelo, Miss., was assigned ch. 9 (minus) for commercial use. This necessitates changing the educational channel at University, Ala., from 7 to 74 (plus); changing commercial ch. 9 (minus) at Jackson, Tenn., to 7 (plus); changing commercial ch. 9 (minus) at Hattiesburg, Miss., to 9, and commercial ch. 11 at Meridian, Miss., to 11 (minus). Station WDXI-TV Jackson, Tenn., will be required to operate on ch. 7 in lieu of ch. 9. These changes are effective 30 days after publication in the *Federal Register*. Comr. Webster absent. Action March 18.

Brownwood, Tex.—By memorandum opinion and order, the Commission denied petition filed July 8 by KXOX Sweetwater, Texas, requesting reconsideration of Commission Decision released June 19, 1953 granting the application of Lyman C. Brown, tr/as Lyman Brown Enterprises for new am station in Brownwood, Texas, on 1240 kc, 100 w, unlimited time. Action March 18.

Hearing Calendar . . .

March 29

St. Louis, Mo.—Vhf ch. 4, further hearing before Examiner Claire W. Hardy—KWK, KXOK, Missouri Valley Tv Co.

Milwaukee, Wis.—Vhf ch. 12, further hearing before Examiner Herbert Sharfman—WFOX, WEMP, Milwaukee Area Telecasting Corp., Kolero Telecasting Corp.

March 30

Ft. Worth, Tex.—Vhf ch. 11, further hearing before Examiner Annie Neal Huntting—KFJZ, Ft. Worth Tv Co.

April 1

Raleigh, N. C.—Vhf ch. 5, further hearing before Examiner Millard F. French—WRAL, WPTF.

April 2

Omaha, Neb.—Vhf ch. 7, hearing before Examiner Isadore A. Honig—KFAB, Herald Corp.

Miami, Fla.—Vhf ch. 7, further hearing before Examiner James D. Cunningham—Biscayne Tv Corp., East Coast Tv Corp., South Fla. Tv Corp., Sunbeam Tv Corp.

Huntington, W. Va.—Vhf ch. 13, further hearing before Examiner John B. Poindexter—WHTN, WCMI, WPLH.

Daytona Beach, Fla.—Vhf ch. 2, hearing to be held before Examiner H. Gifford Irion—WNDB, WWFJ.

Routine Roundup . . .

March 16 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Gulf Coast Bcstg. Co., Baptist General Convention of Texas, Corpus Christi, Tex.—On oral motion of the Baptist General Convention ordered that the record in proceeding re ch. 6 (Docket 10559-60) which was to have been closed on March 12, will be kept open for receipt of certain heretofore designated exhibits until 5 p.m. March 17.

By Hearing Examiner Basil P. Cooper

South Bend Bcstg. Corp., South Bend, Ind.; Michiana Telecasting Corp., Notre Dame, Ind.—Granted motion of South Bend for leave to amend its application (Docket 10534; BPCT-1012) for ch. 46, to reflect certain changes in stock ownership and a change in one of the directors in the Universal Bcstg. Co., the sole stockholder of South Bend Bcstg. Corp.

By Hearing Examiner Harold L. Schilz

Issued a memorandum opinion and order dealing with exceptions, points of reliance, etc., in re applications of Radio Associates Inc. and WLOX for ch. 13 in Biloxi, Miss. (Dockets 10844-45); ordered that the parties may exchange any additional information in accordance with directions given to them at the proceeding on March 5, to and including March 22, and further that hearing in this matter be continued to and resumed on April 12.

By Hearing Examiner Fanney N. Litvin

Franklin County Bcstg. Co., Washington, Mo.; Belleville Bcstg. Co., Belleville, Ill.—Granted petition of Franklin County for leave to amend its application (Docket 10450; BP-8241), so as to change frequency from 1260 to 1220 kc, and decrease power from 500 w to 250 w, daytime only, and said application as amended was removed from hearing docket, together with application of Belleville Bcstg. Co. (Docket 10852; BP-6480), and both applications were returned to the processing line.

By Hearing Examiner John B. Poindexter

Arthur Westlund, Walnut Creek, Calif.—Granted petition for continuance of hearing from March 16 to June 15 in re application (Docket 10215; BP-8321).

By Hearing Examiner Claire W. Hardy

Seattle Radio Telephone Serv., Radiosignal Service, Seattle, Wash.—Granted petition of Radiosignal Service to amend its application (Docket 10775) to correct error relating to type of transmitter, and to withdraw a motion for permission to amend its application dated Feb. 5, 1954. (Action taken 3/15).

March 16 Applications

ACCEPTED FOR FILING

Remote Control

WMOU Berlin, N. H., White Mountains Bcstg. Co. (BRC-339); WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc. (BRC-324); KRBA Lufkin, Tex., Darrell E. Yates (BRC-337).

Renewal of License

WCIL Carbondale, Ill., Southern Ill. Bcstg. Partnership to change name to Paul F. McRoy and Ann E. Searing d/b as Southern Ill. Bcstg. Partnership (BR-1467); WFPG Atlantic City, N. J., Neptune Bcstg. Corp. (BR-1080); WCAM Camden, N. J., City of Camden (BR-168); WAAT Newark, N. J., Bremer Bcstg. Corp. (BR-172); WCMC Wildwood, N. J., Francis J. Matrangola (BR-2268); WBBR Brooklyn, N. Y., Watchtower Bible and Tract Society Inc. (BR-263); WBEN Buffalo, N. Y., WBEN Inc. (BR-236); WEBR Buffalo, N. Y., WEBR Inc. (BR-224); WGR Buffalo, N. Y., WGR Bcstg. Corp. (BR-223); WFCB Dunkirk, N. Y., Dunkirk Bcstg. Corp. (BR-2531); WELM Elmira, N. Y., Elmira-Corning Bcstg. Corp. (BR-1533); WENY Elmira, N. Y., Elmira Star-Gazette Inc. (BR-1029); WENE Endicott, N. Y., Ottaway Stations Inc. (BR-1642); WENT Gloversville, N. Y.,

(Continued on page 103)

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Local, experienced time salesman for independent good market, car essential. An excellent opportunity to sell. A closer can make money with this station. Box 809C, B•T.

Account executive: Cash in on your contacts! Increase your earnings with this ad agency tie-in. Whether you act as account executive or if we handle your lead, there's a profitable arrangement for you. We're a medium-sized, recognized N.Y.C. agency with complete services. Box 822C, B•T.

Sales manager for 250 watt network station. Midwest metropolitan market. Write full details. Box 844C, B•T.

Shopping for good salesman, this side of high pressure type, in this conservative community. KCNI, Broken Bow, Nebraska.

Salesman wanted. Sales experience necessary. Radio experience helpful. Good salary, plus commission, in protected territory. Write or call Rex Lathen, KIOA, 10th & Mulberry, Des Moines, Iowa.

Fine opportunity: Salesman wanted. Salary plus commission. WJTN, Jamestown, New York.

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

1000 watt daytimer has openings for two first class engineer-announcers. Emphasis on good announcing. $75. per week for 48 hours. Two weeks vacation, liberal sick leave. Send tapes (7½ inches per second) to Box 710C, B•T. Marvelous opportunity for right men.

Top-flight announcer, no drunks or floaters, CBS affiliate, hospitalization, life insurance, bonus and vacation. Starting salary $75.00. weekly. Send picture with first letter. Box 734C, B•T.

50 kw east coast radio station. Summer replacement announcer, May 1 to October 8. Send tape or disc to Box 801C, B•T, with resume of experience.

A good opportunity for man 25 to 35, experienced in station operation, ready to move up and assume responsibility; aggressive, growing independent in southeastern Michigan. Box 821C, B•T.

Night announcer wanted for network station. Moderate start, substantial increase after six months. Experience desired. Box 839C, B•T.

Music-news independent in the vicinity of New York City, needs an announcer. Limited experience with flair for DJ and personality work. Send disc, resume and pictures to Box 841, B•T.

Help Wanted

Dee Jay-radio actor—mirthful, flowing ad-lib. Happy, infectious humor. Disc-comedian. Single. Ohio. Box 842C, B•T.

Nebraska. Need two announcers with ambition for general radio work. Opportunity for one as second man on sports. Write Gene Ackerley, Radio Station KCOW, Alliance, Nebraska.

Experienced combo man with 1st class license—must have acceptable voice. For 45 hr. week—$78.25. KGVO, Missoula, Montana.

Don't apply unless you're ambitious. Good job for young man. First phone, top voice required, $87.40. 40 hours, consistent overtime, future. Send particulars, audition, KREM, Spokane.

Immediate opening. Top combo man with 3 years experience and 1st ticket. Capable of good news and delivery commercials with sales punch. Send tape and background to KSTT, Davenport, Iowa.

Southwest's top independent has good opening for good staff announcer and newsman. Rush tape, photo, references, etc., to KXOL, Fort Worth, Texas.

Hillbilly and popular music disc jockey. Must have selling voice and at least two years experience. Send resume to Ray Armand, WARL, Arlington, Virginia.

$300.00. per month start, for good (married) combo-man, 37-hours week. ABC station, interview required. WGYV, Greenville, Alabama.

Announcer, with or without first class ticket, wanted immediately by full-time NBC station in beautiful Western North Carolina. WPNF, Brevard, N. C.

Announcer - salesman — wealthy rural network station has permanent job for top hillbilly personality who wants to make big extra earning selling. Good salary and 20% commission on sales, opportunity for advancement. Must be clean cut, have car, no drifter. Prefer settled family man. Send tape and picture. WKUL, Cullman, Ala.

Immediate opening for good announcer, WRRF, Washington, North Carolina.

Announcer wanted. Sincere, hard selling announcer to handle farm radio commercials and make them live. Call or write Ed Mason, Town and Farm Radio, Grand Island, Nebraska.

Salesman-announcer, who has successful early morning show, wanted by San Diego independent. Send tape of show and volume of business and type of accounts sold at retail. 6:00 am-9:00 am, Monday-Saturday shift only, balance of time selling and servicing. Salary plus commission. Send to General Manager, 630 F Street, San Diego, Calif.

Technical

First class engineers for radio and television operation. Box 806C, B•T.

Help Wanted—(Cont'd)

First class engineer, forty hours per week, no Sunday duty. Box 848C, B•T.

Transmitter engineer. First class. 5000 watt directional NBC affiliate. Good wages, permanent employment for one meeting our requirements. Supply references. Apply to Frank J. Facenda, WAVY, Professional Building, Portsmouth, Virginia.

Chief engineer. Remote transmitter operation. Short announce trick. Immediate. WDSR, Lake City, Florida.

Chief engineer for 1000 watt daytimer. Good working conditions. Good salary. Ability to do some announcing desired. Contact WIAM, Williamston, N. C.

Transmitter engineer wanted, first class license needed but experience unnecessary. Contact Chief Engineer, WORD, Spartanburg, S. C.

Engineer, 1st or 2nd class. Full-time employment for right man. Control and engineering 1kw am. No announcing. Contact L. H. Beckwith, Chief Engineer, WPFB, Middletown, Ohio.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601, B•T.

Opportunity male copywriter. Some announcing. Submit samples. Texas. Box 638C, B•T.

Leading southern station, strong on local news, will have opening for experienced newsman. Must be thoroughly grounded all phases news coverage—reporting, writing and authoritative, news-style delivery. May consider for combination New Director-P.D., depending upon background and experience. Only top man need apply. All replies confidential. Box 807C, B•T.

Experienced copy writer middle-western radio station. Box 826C, B•T.

Situations Wanted

Managerial

Sales manager—radio or tv—13 years excellent sales record—Mature, executive ability—references. Respectfully solicit personal interview. Presently employed. Box 646C, B•T.

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Mr. Owner, here's your man: Offering integrity; reliability; industry; economy; imagination. 8 years experience, 3 years managing independent and network operations. 37; family; active civic, fraternal organizations; have been writer, announcer, salesman, presently manager; specialize low-cost, maximum-revenue operation. Box 819C, B•T.

Am ready to invest in new radio operation as manager. Twelve years experience all phases. Qualified to manage station and personnel. Full details on contact. Box 837C, B•T.

Station manager wants position. Sales, management, broadcasting experience. Give details first letter. Available immediately. J. Mc., 966 N. Sixth Street, Albemarle, N. C.

Major Market 50,000 Watter

Has Immediate Opening For a

Good Disc Jockey!

This CBS affiliate is looking for a disc jockey who can SELL. Straight salary or salary commission. All replies confidential. Send full details (picture if possible) today. All material will be returned. Give references.

Box 847C, B. T.

Situations Wanted—(Cont'd)

Manager-sales combination: Available now—top references: No announcing: Write or wire for complete details: William F. Wallace, 3412 Gwynn Falls Parkway, Baltimore, Maryland.

Salesmen

Good salesman seeks good job. Box 713C, B•T.

Sales manager, salesman—can substantiate twelve years successful record. Station changed ownership, sold my stock, desire new connection. Thorough knowledge radio-tv. College; business administration; intelligent sales approach. Top references. Box 717C, B•T.

Top time salesman at top station in highly competive west coast market seeks advancement opportunity. Young, energetic, with five years experience (4 in Los Angeles). Will travel to any section for right potential. Box 790C, B•T.

Six years morning man and salesman. Details and audition on request. Box 791C, B•T.

Account executive—5 years radio sales experience. Local and network. Employed N. Y. area. Desires change. Box 827C, B•T.

Salesman-announcer: Ambitious, terrific potential, desires sales opportunity. Will travel. Box 836C, B•T.

Top-flight—salesman, announcer-local, news writers. First class engineers. Academy of Broadcast Arts, 10 East 40th Street, N. Y. 16. MU. 6-3714.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Can you offer greener pastures? Announcer, 3 years experience, strong on DJ, news, ad-lib, emcee, wants radio-tv. Box 750C, B•T.

What you need is a good versatile announcer! Experienced staff, play-by-play. Presently employed, sports director at 5kw independent. Tape, resume on request. Try me! Box 771C, B•T.

Announcer: Ready to move up, diversified abilities, news a specialty, strong on sports and special events. 27, married. Presently employed NBC affiliate in south. Wish to settle down back home in northeast. Available April 20. Tape and resume on request. Box 794C, B•T.

Announcer. Employed seven station major market mid-Atlantic top-rated independent. Relaxed personality deejay. College graduate, 26, married, veteran. Wants permanent northeast location. Box 802C, B•T.

Announcer-DJ, vet, college, single, ambitious, will travel; wishes situation with future; experience includes announcing, board, etc.; remuneration secondary to possibility of advancement. Resume, photo, tape on request. Box 805C, B•T.

Young man, ambitious, willing to relocate, interested in becoming radio announcer, inexperienced. Box 813C, B•T.

Announcer. One year experience, strong on news and sports, all play-by-play, college graduate, control board. Box 814C, B•T.

Combo man with first phone . . . morning man . . . seven successful years experience. Handle practically all phases indie and net. programs, Remotes, interviews, classical and pop DJ shows, newscasts, MC, etc. Background includes program director, chief engineer, musician, show biz experience. Seeking permanent position in Florida, east or deep south with tv potential. Currently employed . . . best recommendations. Write all, first letter. Box 817C, B•T.

Chief announcer. 1000 w southeastern market. Knowledge script, DJ, staff, chief. Available upon acceptance, tape resume available. Contact Box 825C, B•T.

Florida: Announcer, 32, married, college graduate, eight years radio, five years present 5000 watt station, desires Florida. Reason: Family health. Box 828C, B•T.

Situations Wanted—(Cont'd)

Announcer: Interested in all phases of radio, college and radio school background. Family man. Experience, limited; initiative, unlimited. Box 830C, B•T.

Alert announcer. Light experience. Strong DJ, news, sports, board. Single. Third class ticket. Disc, tape. Box 832C, B•T.

Ambitious negro personality. Announcer, newscaster, DJ, board operator. Good ad-libber, travel opportunity. Excellent references. Tape. Experience light. Future bright. Box 834C, B•T.

Summer replacement—personality DJ, staff announcer. Presently employed in major market. Creative. Single. Box 838C, B•T.

Combo man. College graduate, (25.) Fine newscaster, air salesman, 3rd class license. Available immediately. $60.00. Frank Costa, 528 43rd Street, Union City, N. J.

Announcer—22, single. Limited experience. News, DJ, board. Can write. Draft exempt. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Staff announcer, single, 28, recent graduate of broadcasting school, Washington, D. C. 3rd class license. Available immediately. J. E. Dugan, 810 Huron Street, Jacksonville, Florida. 8-2892.

Announcer, control board operator. Strong on sports. Disc jockey, newscaster, can sell. Recent radio school of broadcasting graduate. Limited experience. Married. Draft exempt. Veteran. Will travel. Tape on request. Bill Lawson, % Ciamie, 54 Landscape Ave., Yonkers, New York.

Announcer, DJ. Background. Potential. Mature. Veteran. Keith Roberts, 20-33 31st Street, Astoria, L. I., N. Y.

Announcer. 23, several months experience, newscasting, DJ work, 3rd phone. Available at once. $55.00. Art Stevens, 1260 Central Ave., Far Rockaway, New York. NY. 8-9876.

Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Harvey Streu, 2831 Lakeview Drive, Minneapolis, Minnesota.

Situations Wanted—(Cont'd)

Sportscaster—eight years experience, wants baseball job. Class A experience. Single, will travel. Available immediately. Top references. Bob Wilson, 1470 Warner Ave., Chicago, Illinois. Buckingham 1-0565.

Technical

First class. Some engineering and control experience. Single. Available. Box 796C, B•T.

Chief engineer desires change. Wife with 3/class. Will take all transmitter watch. Box 799C, B•T.

Chief engineer, 17 years experience construction, maintenance, operation. Like opportunity to manage station. Married, 2 children. All inquiries answered. Box 800C, B•T.

Announcer. News, DJ, board. Limited experience. Draft exempt. Will travel. Box 835C, B•T.

First phone. Some announcing. Currently employed. Seeking better opportunity. Good references. Box 843C, B•T.

Engineer or chief for progressive station Southern or southwestern metropolitan preferred. Presently with 50,000 watt NBC affiliate. Excellent references. Married, family, dependable, permanent. $100.00 per week, minimum. Box 849C, B•T.

Technical school graduate, first phone, no experience. Willing to start at bottom. Will travel. Henry Corney, 336 Carroll Street, Brooklyn, N. Y.

First phone. 1½ years am, 2 years technical school up to 48 hours week. Kapustka, 431 Lincoln, Johnstown, Pa.

First phone, five years experience, transmitters, remotes, recording. Drennon Kenny, P. O. Box 7343, Corpus Christi, Texas.

First phone, seven and a half years experience. Desires permanent position within hundred mile radius, Warren, Ohio. Have car. Available immediately. P. O. Box 1281, Logan, West Virginia.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

(Continued on next page)

COLLINS RADIO

NEEDS SALES ENGINEERS NOW

broadcast

communications

industrial components

Demand for Collins equipment in these fields is going up and experienced sales engineers are needed immediately. Positions are open in all five Collins regional offices.* Send complete personal resume, including your experience in either broadcast-communications or industrial components, plus salary requirements to Collins office nearest you. If you qualify for any of these opportunities, Collins will contact you for a personal interview. Take advantage of this chance to get ahead . . . write today.

* COLLINS RADIO COMPANY

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11 W. 42nd Street, NEW YORK 36, NEW YORK
2700 W. Olive Avenue, BURBANK, CALIFORNIA
1930 Hi-Line Drive, DALLAS 2, TEXAS
COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks St., OTTAWA, ONTARIO

Situations Wanted

Production-Programming, Others

Experienced, reliable radio newsman desires switch to am-tv operation in midwest. 1950 journalism degree. Top recommendations. Married. Box 754C, B•T.

Farm director-radio or television. College graduate. Technical agriculture, public relations and radio experience. Box 795C, B•T.

Newscaster-editor. Ready to take over or assist editor metropolitan newsroom. News experience includes three years Washington, direction regional net. Box 811C, B•T.

Announcer-producer. M.A. degree, 9 years radio, five years present position, wishes position in educational radio and/or television. Box 829C, B•T.

Television

Situations Wanted

Managerial

Tv merger—am sale make available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Technical

Tv chief engineer. Six years tv experience in uhf and vhf. Have put three stations on the air. Familiar with all phases of tv operations. Change of management requires relocation. References and particulars furnished upon request. Box 797C, B•T.

Experienced tv engineer desires correspondence with management of new station for position on engineering staff. Xmtr. emphasis; studio camera, video switcher, maintenance. No vacation reliefs please. Box 815C, B•T.

Production-Programming, Others

Producer-director—experienced in all phases. Single, 26, college grad. Presently employed, wishes to relocate. Box 803C, B•T.

Television and/or radio. A.B., radio/tv production. Experience: Sound filming, directing, writing, projection, announcing, camera, boom. PD college station. Specialities: News, DJ. Single, 25. Box 831C, B•T.

Cameraman. Recent experience, net. affiliate, also floor. Desires new connection. Box 833C, B•T.

Is there a job in the house? Tv director, writer, announcer, age 25. Single, veteran, experienced newspaper reporter and copywriter. SRT student. Directed many hours of live, closed circuit tv programs. Experience as cameraman, floor manager, switcher, boom, sound console. Also announcing and script experience. Neat appearance, adaptable, college, creative ability, reliable. Any good tv production job offer welcomed. Box 840C, B•T.

Producer - director - announcer - photographer (16mm & still). Six years radio, 40 hrs. closed circuit tv. Available April 21. Write Austin, 5037, 185th Street, Flushing, N. Y.

Film operator age 30 (17 years camera, lab, cutting and editing experience), audio 2 years. Desires position in tv station. Also experience in RCA and DuMont tv equipment operation, tv direction and program building. Prefer southern California, Arizona or Nevada. Robert Hughes, 50 Glenwood Avenue, Jersey City, N. J. Delaware 3-3148.

For Sale

Stations

$5000. down and 12 years to pay the balance, Rocky Mountain radio station, only one in this area. Write Lawson Finch, 1460 Corona, Denver, Colo.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Complete Collins equipment for 20kw fm station. 5kw transmitter, Collins antenna, frequency and modulation monitor. Box 582C, B•T.

For Sale—(Cont'd)

Have spare zoomar lense; perfect condition. Box 643C, B•T.

UHF equipment available for sale. Write for list and prices. Box 765C, B•T.

WE 503-B-2 1 kw fm transmitter and 5A monitor. Make offer. Sell or trade for Magna-Corder, Ampex 450 tape reproducer 7½ inches per second with 12-14 inch 4,800 ft. reels of tape. Floor console or rack mounting. Box 792C, B•T.

Boardmaster, visual am-tv traffic control system. Slightly used. Without card stripes. Best offer. Box 820C, B•T.

Gates SA-89 station control unit with instruction book, used less than 10 hours. Excellent for remote studio or emergency control room at transmitter. Price $300.00. f.o.b., KFRD, Rosenburg, Texas.

Tru-sonic high fidelity speaker, externally mounted tweeter. Console cabinet. Best offer. KSEK, Pittsburg, Kansas.

Modulation monitor—Gates MO-2639, good condition. $190. f.o.b. Chief Engineer, WFLO, Farmville, Virginia.

350 feet, Andrew type 453, 6⅛ inch diameter, 51.5 ohms, rigid coaxial transmission line. Contact C. J. Burdette, WSPA-TV, Spartanburg, S. C.

We have for sale one TF-5A RCA 5 element super turnstile tv antenna with bridge type diplexer, presently ready for channel 4 but will work on channel 5 and 6. This equipment is in perfect condition and will be available in 60 days. Contact Chief Engineer, WTAR, 720 Boush Street, Norfolk 10, Virginia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. **Broadcast Equipment** Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Wanted to Buy

Stations

250-1000w west of Mississippi. Prepared to negotiate at site immediately. Replies confidential. Box 693C, B•T.

All or part of 1000-watter or under in Tucson or Phoenix, Arizona, area. Box 747C, B•T.

Equipment, etc.

UHF 1kw transmitter, antennas, cameras and all other tv equipment. Will pay cash. Write Box 593C, B•T.

Want field strength meter, RCA model WX-2C. **Box 602C, B•T.**

Used 10kw fm transmitter of 10 kw fm amplifier. **Box 636C, B•T.**

Everything for 500 watter. Used tower, transmitter, monitors, audio equipment and turntables. Describe fully. Box 748C, B•T.

300 feet or more ⅞ or 1⅝ rigid coax. Box 798C, B•T.

Collins 7 or 8 bay or Federal 8 bay fm antenna. Kit for converting RCA 1 kw fm transmitter to 3 kw. Box 804C, B•T.

Used limiter amplifier. State age, make, condition. Box 816C, B•T.

Several GL-7D21s new or used. Fm frequency modulation monitor, General Electric preferred. Box 818C, B•T.

One used 1kw or 5kw uhf tv transmitter complete. Give details and price. Box 845C, B•T.

One used 400-500 foot tower to hold 40 foot uhf tv antenna. Give details and price. Box 846C, B•T.

250 watt am transmitter in good working condition. Please give full details first letter. Howard C. Gilreath, Radio Station WVOP, Vidalia, Georgia.

Wanted to Buy—(Cont'd)

2—250 foot antennas. 2—5kw-am transmitters. 1—kw-am transmitter. 2—consoles. 4—turntables and associated equipment. 2—remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGR, Bainbridge, Ga.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association. Do not send tapes or discs.

OPPORTUNITY

North Carolina radio and television stations offer excellent opportunities for qualified personnel. One contact covers more than 100 stations. Apply to J. T. Snowden Jr., Secretary, North Carolina Association of Broadcasters, Post Office Drawer 1112, Tarboro, North Carolina. Don't Send Audition Material.

Television

Help Wanted

TV ANNOUNCER
for
TOP OHIO STATION

This large market Nat'l known TV Operation needs ace Commercial Announcer. Live audition date will be set. Answer only if can make in person audition.

Box 824C, B•T

Situations Wanted

TOP POP DJ
WANTS AIR TIME

Want 3 or 4 hour afternoon-evening show on large market outlet that wants a standout DJ to build and hold accounts. Base and percentage or fee. 12 years experience in major markets. Top ratings, married, sober, financially responsible. Prefer Gulf or Middle Atlantic region, but will consider others. Available May 1st. Box 812C, B•T.

Television

Managerial

AVAILABLE: NATIONALLY KNOWN
RADIO-TV EXECUTIVE
MANAGEMENT-SALES-PROGRAMS

Experienced consulting work, research preration for FCC Hearings. Has top rated Radio & TV Commentaries current, major market stations. Excellent references. Box 810C, B•T.

Situations Wanted—(Cont'd)

EXCLUSIVE FOR TV NEWS!
- Experienced authoritative newscaster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Box 780C, B•T

For Sale

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

FREDERIC F. CLAIR
Consultation on the
PLANNING—BUILDING—OPERATION
of
LOW COST, LOW OVERHEAD TV PLANTS
for the
SMALL COMMUNITY MODEST BUDGET
9642 Fourth Street, E.O.V.
Norfolk, Virginia Phone: Norfolk 8-7338

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

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Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
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PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

(Continued from page 98)

Sacandaga Bcstg. Corp. (BR-1197); WCBS New York, N. Y., Columbia Bcstg. System Inc. (BR-254); WEVD New York, N. Y., Debs Memorial Radio Fund Inc. (BR-270); WJZ New York, N. Y., American Bcstg.-Paramount Theatres Inc. (BR-167); WHDL Olean, N. Y., WHDL Inc. (BR-754); WDOS Oneonta, N. Y., Ottaway Stations Inc. (BR-1813); WEAV Plattsburg, N. Y., Plattsburg Bcstg. Corp. (BR-839); WBBF Rochester, N. Y., WARC Inc. (BR-1906); WHEN Syracuse, N. Y., WAGE Inc. (BR-1118); WFBL Syracuse, N. Y., Onondaga Radio Bcstg. Corp. (BR-266); WATN Watertown, N. Y., Watertown Bcstg. Corp. (BR-1103); WFAS White Plains, N. Y., Westchester Bcstg. Corp. (BR-726); WAUX Waukesha, Wis., WAUX Bcstg. Co. amended to change name to Waukesha Bcstg. Co. (BR-1511).

Renewal of License Returned

KFMJ Tulsa, Okla., Fred Jones Bcstg. Co. (Section II dated after Section I) (BR-1390).

Application Returned

KISD Sioux Falls, S. D., KISD Inc.—Voluntary acquisition of control of licensee corporation by Verl K. Thomson through purchase of stock from H. R. Alton, H. L. Dibble and F. C. Walkup. (Not signed by transferors.)

Modification of CP

KNBH Hollywood, Calif., National Bcstg. Co.—Mod. of CP (BPCT-1462) as mod., which authorized changes in facilities of existing tv station for extension of completion date to August, 1954 (BMPCT-1955).

WIBW-TV Nr. Topeka, Kan., Topeka Bcstg. Assn. Inc.—Mod. of CP (BPCT-371) as mod., which authorized new tv station for extension of completion date to 10-3-54 (BMPCT-1952).

KNOE-TV Nr. Monroe, La., James A. Noe—Mod. of CP (BPCT-1211) as mod., which authorized new tv station for extension of completion date to 4-15-54 (BMPCT-1957).

WTEV Freetown Township, Mass., E. Anthony & Sons Inc.—Mod. of CP (BPCT-217) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-1950).

WMFD-TV Wilmington, N. C., WMFD-TV Inc.—Mod. of CP (BPCT-1121) which authorized new tv station for extension of completion date to 9-29-54 (BMPCT-1947).

WNBK Cleveland, Ohio, National Bcstg. Co.—Mod. of CP (BPCT-943) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 7-25-54 (BMPCT-1953).

WEEU-TV Reading, Pa., Hawley Bcstg. Co.—Mod. of CP (BPCT-239) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-1951).

WSCV Spartanburg, S. C., Sterling Telecasting Co.—Mod. of CP (BPCT-1579) which authorized new tv station for extension of completion date to 9-29-54 (BMPCT-1956).

WATE Knoxville, Tenn., Mountcastle Bcstg. Co.—Mod. of CP (BPCT-813) which authorized new tv station for extension of completion date to December, 1954 (BMPCT-1948).

WTAP Parkersburg, W. Va., West Virginia Enterprises Inc.—Mod. of CP (BPCT-1295) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-1949).

WBAY-TV Green Bay, Wis., Norbertine Fathers—Mod. of CP (BPCT-1823) which authorized auxiliary transmitter and antenna system at main transmitter site for extension of completion date to June 15, 1954 (BMPCT-1958).

WGBH-TV Boston, Mass., WGBH Educational Foundation—Mod. of CP (BPET-40) which authorized new non-commercial tv station for extension of completion date to 11-15-54 (BMPET-28).

Renewal of Licenses

WALK-FM Patchogue, N. Y., Suffolk Bcstg. Corp. (BRH-737); WENR-FM Chicago, Ill., American Bcstg.-Paramount Theatres Inc. (BRH-302); WSNJ-FM Bridgeton, N. J., Eastern States Bcstg. Corp. (informal request) (BRH-466); WAAT-FM Newark, N. J., Bremer Bcstg. Corp. (BRH-218); WHCU-FM Ithaca, N. Y., Cornell University (BRH-205); WMSA-FM Massena, N. Y., The Brockway Co. (BRH-245); WHLD-FM Niagara Falls, N. Y., The Niagara Falls Gazette Pub. Co. (BRH-552); WEVD-FM New York, N. Y., Debs Memorial Radio Fund Inc. (BRH-626); WGFM Schenectady, N. Y., General Electric Co. (informal request) (BRH-6); WRUN-FM Utica, N. Y., Rome Sentinel Co. (BRH-237); WFAS-FM White Plains, N. Y., Westchester Bcstg. Corp. (BRH-66).

License for CP

KWAX Eugene, Ore., State of Oregon, Acting by and through the State Board of Higher Education—License to cover construction permit (BPED-240) which authorized changes in licensed station (BLED-146).

Modification of CP

KCCC-TV Sacramento, Calif., Capital City Tv Corp.—Mod. of CP (BPCT-1330) as mod., which authorized new tv station for extension of completion date to 9-17-54 (BMPCT-1960).

KQTV Ft. Dodge, Iowa, Northwest Tv Co.—Mod. of CP (BPCT-1234) as mod., which authorized new tv station for extension of completion date to 5-15-54 (BMPCT-1959).

March 17 Decisions

TV BROADCAST ACTIONS

McFarland Letter

The Commission en banc, by Commissioners Hyde (chairman), Webster, Sterling, Hennock, Bartley, Doerfer and Lee, took the following actions:

WSGN-TV Birmingham, Ala., Jemison Bcstg. Co.—Is being advised that application (BMPCT-1909) for additional time to construct tv station on ch. 42 cannot be granted on basis of current information. Comrs. Hyde and Bartley absent; Comr. Hennock dissented.

WCBF-TV Rochester, N. Y., Star Bcstg. Co.—Is being advised that application (BMPCT-1788) for additional time to construct tv station on ch. 15 cannot be granted on basis of present information. Comrs. Hyde and Bartley absent; Comr. Hennock dissented.

Elkins Tv Assn., Elkins, W. Va.—Denied application (BPEX-115) for a CP for a satellite experimental tv station to pick up programs of tv station WDTV, which operates on ch. 2 at Pittsburgh, Pa., and relay them on ch. 13 at Elkins. Comr. Hyde absent.

WOPA-TV, Inc., Oak Park, Ill.—Denied request of Feb. 15, for waiver of Commission's policy relating to use of common call letters to permit assignment of call letters WOPA-TV to WOPA-TV Inc.'s newly authorized tv station in Chicago (ch. 44).

Reinstated CP

WBUZ Oakland, Md., The Chesapeake Bcstg. Co.—Granted reinstatement of expired CP for Class B fm station, with expiration date of 30 days from date of reinstatement (BPH-1930).

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

WASK Lafayette, Ind.; KSEM Moses Lake Wash.; WFNC-FM Fayetteville, N. C.; KJR Seattle, Wash.; KULE Ephrata, Wash.; WBRE-FM Wilkes-Barre, Pa.; WBRY Waterbury, Conn.; WFEA Manchester, N. H.; WJKO Springfield, Mass.; WNAB Bridgeport, Conn.; WADK Newport, R. I.; WLLH Lowell, Mass.; WMAS-FM Springfield, Mass.; WORL Boston, Mass.; WPJB-FM Providence, R. I.; WRIB Providence, R. I.; WRKD Rockland, Me.; WSKI Montpelier, Vt.; WSTC-AM-FM Stamford, Conn.; WTAG-AM-FM Worcester, Mass.; WTIC-FM Hartford, Conn.; WTOR Torrington, Conn.; WTVL Waterville, Me.; WVDA Boston, Mass.; WWCO Waterbury, Conn.; WWNH Rochester, N. H.; WWON Woonsocket, R. I.

Granted regular renewal of licenses of WVOM and WCOP-FM, Boston, Mass.; is advising WMEX, also Boston, that its application for renewal of license indicates necessity of a hearing.

Renewal of License

The following commercial tv stations were granted renewal of licenses on a regular basis:

WSB-TV Atlanta, Ga.; WABT (TV) Birmingham, Ala.; KSTP-TV St. Paul, Minn.

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

Chief Broadcast Bureau—Granted petition to accept his late filing of notice of intention to appear and participate in oral argument on exceptions to initial decision in re applications of McClatchy Bcstg. Co., and Sacramento Telecasters Inc., for ch. 10 in Sacramento, Calif. (Dockets 9013, 10298).

By Hearing Examiner William G. Butts

Ralph E. Hess, Fayetteville, N. C.—Granted petition of Hess to amend his tv application (Docket 10903; BPCT-1822) to request ch. 54 in lieu of ch. 18; and application as amended was removed from consolidated hearing with application of Fayette Bcstrs. Inc. (Docket 10902) for ch. 18.

Upon request of Ottaway Stations, Inc., Endicott, N. Y., adopted an amended order governing course of hearing in re its application and that of Southern Tier Radio Service Inc. for ch. 40 (Dockets 10681-82), Binghamton, N. Y.

By Hearing Examiner Isadore A. Honig

KFAB Bcstg. Co., Herald Corp., Omaha, Neb.—Granted motion of Herald Corp. for continuance of consolidated hearing re applications for tv

NO
faker, he . . .

Write, In Confidence, TO-Day
To
Box 823C, B•T

Top-flight, experienced radio manager available. Look at this outstanding record of gross sales since he became manager of present operation late in 1950.

1948-49-50	1951 - 52 - 53 200% INCREASE

Station is far above national average in income. A competent administrator. A good organizer with a background in accounting, door-to-door selling and RADIO, has the know-how to keep costs down and sales up. He is known and respected in the trade and can do business with both the big and little ones. Creates employee good-will and cooperation. No faker, he gets out and sells. You'll agree with his reasons for wanting a change.

ch. 7, from March 19 to April 2. Testimony will not be taken at that time and witnesses need not be present. (Dockets 9009, 10909.)

By Hearing Examiner Fanney N. Litvin

Adopted an order correcting transcript of hearing in various respects, in re applications of The Brush-Moore Newspapers Inc., et al. for ch. 29 in Canton, Ohio (Docket 10272 et al).

By Hearing Examiner Charles J. Frederick

WSAU Inc., Wisconsin Valley Tv Corp., Wausau, Wis.—Postponed hearing from March 19 to March 23, in re applications for ch. 7 (Dockets 10907-08), because Examiner will be occupied in another matter on that date.

By Hearing Examiner Herbert Sharfman

By memorandum opinion and order, denied motion of WKAT Inc., Miami Beach, Fla., filed Feb. 23, to exclude from consideration certain documents in re proceeding for ch. 10 (Dockets 9321 et al).

March 17 Applications

ACCEPTED FOR FILING

Modification of CP

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—Modification of construction permit (BP-8688) as reinstated, which authorized new standard broadcast station for extension of completion date (BMP-6466).

WEMR Emporium, Pa., Kenneth E. Rennekamp tr/as Elk-Cameron Bcstg. Co.—Modification of construction permit (BP-8265) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6463).

WFRB Utica, N. Y., Richard H. Balch—CP to replace expired CP (BPCT-1281) which authorized new tv station (BPCT-1850).

WCAU-TV Philadelphia, Pa., WCAU Inc.—Mod. of CP (BPCT-1734) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 7-1-54 (BMPCT-1970).

WTSK-TV Knoxville, Tenn., Tv Services of Knoxville Inc.—Mod. of CP (BPCT-1198) as mod., which authorized new tv station for extension of completion date to July, 1954 (BMPCT-1974).

WNCT Nr. Greenville, N. C., Carolina Bcstg. System Inc.—Mod. of CP (BPCT-898) as mod., which authorized new tv station for extension of completion date to 6-30-54 (BMPCT-1966).

March 19 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner William G. Butts

Issued an order to govern course of hearing in re applications of Columbia Amusement Co., and Paducah Newspapers Inc., applicants for ch. 6 in Paducah, Ky. (Dockets 10875-76); said order to control subsequent course of hearing unless modified in accordance with Commission's rules; cancelled hearing scheduled for May 3 and rescheduled for May 10, 1954, and exhibits to be exchanged May 3 instead of April 26.

By Hearing Examiner Millard F. French

Upon request of Cowles Bcstg. Co. and Murphy Bcstg. Co., applicants for ch. 8 in Des Moines, Iowa (Dockets 8897, 8900), for additional time to submit further proposed findings and briefs in compliance with the examiner's memorandum of Feb. 10, ordered that the dates of March 22, April 12 and 15, as set forth in the memorandum of Feb. 10, be changed to April 5, 26 and 29, respectively.

WPTF Radio Co. Raleigh, N. C.—Granted petetion for leave to amend its application for ch. 5 at Raleigh, to show certain corrected information with respect to the capital stock and the officers and directors of Durham Life Insurance Company, a parent corporation of the petetioner (Docket 10861, BPCT-511).

News-Journal Corp. Telrad Inc. Daytona Beach Fla.—On oral motion of the parties, ordered that the hearing in proceeding for ch. 2 at Daytona Beach, now scheduled for March 26, be continued to April 2 (Dockets 10928-29).

By Hearing Examiner Herbert Sharfman

Cherry & Webb Bcstg. Co. Providence, R. I.—Ordered that the time for filing proposed findings by protestant, ch. 16 of Rhode Island Inc., be extended to March 29; and that the time for filing counter findings of Cherry & Webb and proposed findings of Broadcast Bureau be extended to April 8 and additional comments of Broadcast Bureau to April 19 (ch. 12 proceeding).

March 19 Applications

ACCEPTED FOR FILING

Renewal of License

KYOR Blythe, Calif., Bcstg. Corp. of America (BR-1904); KREO Indio, Calif., Bcstg. Corp. of America (BR-2022); KPRO Riverside, Calif., Bcstg. Corp. of America (BR-1156), all amended to change name to Fred E. Carr, Trustee in Bankruptcy. WLAM Lewiston, Me., The Lewiston-Auburn Bcstg. Corp. (BR-2099); WVOM Brookline, Mass., The Boston Bcstg. Corp. (BR-2092); WLIP Kenosha, Wis., William L. Kipman (BR-1579).

Renewal of License Returned

WLEW Bad Axe, Mich., Port Huron Bcstg. Co. (Exhibits Dated after Section I) BR-2240.

WGAT Utica, N. Y., Central Bcstg. Co. (Section II dated after Section I) (BR-1472).

Applications Returned

WCNU Crestview, Fla., H. French Brown and Charles C. O'Neal, Administrator of the Estate of D. Grady O'Neal, Deceased A Partnership d/b as Gulf Shores Bcstg. Co.—Involuntary assignment of license to H. French Brown, and Virginia Monroe O'Neal, Administratrix of the Estate of D. Grady O'Neal, Deceased, A Partnership d/b as Gulf Shores Bcstg. Co. (Not signed by Assignor).

KLVL Pasadena, Tex., Felix H. Morales—License to cover construction permit (BP-8250) as modified which authorized change in hours of operation using power of 500 w nite, and 1 kw daytime and installation of directional antenna for night use only (Engr. Incomplete).

License for CP

WJBK-FM Detroit, Mich., Storer Bcstg. Co.—License to cover construction permit (BPH-1860) as modified which authorized changes in licensed station (BLH-954).

Modification of CP

KREM-FM Spokane, Wash., Louis Wasmer—Modification of construction permit (BPH-1824) which authorized new fm station for extension of completion date (BRPH-4902).

Renewal of License

WNHC-FM New Haven, Conn., The Elm City Bcstg. Corp. (BRH-377); WLLH-FM Lowell, Mass., Merrimac Bcstg. Co. (BRH-261); WKRT-FM Cortland, N. Y., Radio Cortland Inc. (BRH-138); WLTN Lewistown, Pa., Lewistown Bcstg. Co. (BRH-228); WEED-FM Rocky Mount, N. C., William Avera Wynne (BRH-312).

KLON Long Beach, Calif., Long Beach Board of Education, Governing Body for Long Beach Unified School District (BRED-46); WBJC Baltimore, Md., Baltimore Junior College (BRED-75); WAER Syracuse, N. Y., Syracuse University (BRED-24); WBGU Bowling Green, Ohio, Bowling Green State U (BRED-83); KWAX Eugene Ore., State of Oregon, acting by and through the State Board of Higher Education (BRED-77); KTEC Oretech, Ore., Oregon Technical Institute (BRED-76).

License for CP

KWAX Eugene, Ore., State of Oregon, acting by and through the State Board of Higher Education—License to cover construction permit (BPED-240) which authorized changes in licensed station (BLED-146).

Modification of CP

KERO-TV Bakersfield, Calif., Kern County Bcstrs Inc.—Mod. of CP (BPCT-1164) as mod., which authorized new tv station for extension of completion date to 7-5-54 (BMPCT-1976).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. of CP (BPCT-877) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-12-54 (BMPCT-1972).

KBOI Boise, Idaho, Boise Valley Bcstrs Inc.—Mod. of CP (BPCT-1489) as mod., which authorized new tv station for extension of completion date to 10-13-54 (BMPCT-1973).

WGOV-TV Valdosta, Ga., WGOV-TV Inc.—Mod. of CP (BPCT-1276) as mod., which authorized new tv station for extension of completion date from 4-30-54 (BMPCT-1967).

License for CP

WWLP Springfield, Mass., Springfield Tv Bcstg. Corp.—License to cover CP (BPCT-955) as mod., which authorized new tv station (BLCT-185).

Modification of CP

WWOR-TV Worcester, Mass., Salisbury Bcstg. Corp.—Mod. of CP (BPCT-1068) as mod., which authorized new tv station for extension of completion date to Aug. 1954 (BMPCT-1979).

WAAB-TV Worcester, Mass., Wilson Enterprises Inc.—Mod. of CP (BPCT-1241) as mod., which authorized new tv station for extension of completion date to 10-12-54 (BMPCT-1969).

WBNS-TV Columbus, Ohio, The Dispatch Printing Co.—Mod. of CP (BPCT-755) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 6-15-54 (BMPCT-1975).

WAPA-TV San Juan, P. R., Jose Ramon Quinones—Mod. of CP (BPCT-904) as mod., which authorized new tv station for extension of completion date to Dec. 1954 (BMPCT-1978).

WQED Pittsburgh, Pa., Metropolitan Pittsburgh Educational Tv Station—Mod. of CP (BPET-25) as mod. which authorized new noncommercial educational tv station for extension of completion date Oct. 1956 (BMPET-29).

Renewal of License

WABY Albany, N. Y., Eastern New York Bcstg. Corp. (BR-791); WGBB Freeport, N. Y., Harry H. Carman (BR-231).

Application Returned

KRBC Abilene, Tex., Reporter Bcstg. Co.—Modification of license to change main studio location. Notary seal not attached.

Renewal of License

WMUB Oxford, Ohio, The President & Trustees of the Miami U. (BRED-47); KVOF-FM El Paso, Tex., Texas Western College of the U. of Tex. (BRED-64).

Modification of CP

WTLS Tallassee, Ala., Tallassee Bcstg. Co.—Granted mod. of CP to change type of transmitter (BMP-6457).

The following stations were granted mod. of CP's for extension of completion dates as shown:

WMFD-TV Wilmington, N. C., to 9-29-54; WTAP Parkersburg, W. Va., to 10-1-54; WGBH-TV Boston, Mass., to 9-15-54; WIBW-TV Topeka, Kan., to 10-3-54; KNOE-TV Monroe, La., to 9-15-54; WBAY-TV Green Bay, Wis., to 9-15-54; KQTV Fort Dodge, Iowa, to 9-15-54; KRTV Little Rock, Ark., to 6-16-54; WEEU-TV Reading, Pa., to 10-1-54; KCCC-TV Sacramento, Calif., to 9-17-54; WTEV New Bedford, Mass., to 10-1-54.

Actions of March 12

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WCAP Lowell, Mass.; WGBA Columbus, Ga.; KFMJ Tulsa, Okla.; KBLP Pleasanton, Tex.; WATL Atlanta, Ga.

Midwest
$60,000.00

Only station in an excellent midwest farm market. This full time independent can be handled with $20,000 down.

Southern Network
$95,000.00

Earnings exceed $30,000 per year. Largely agricultural area served with growing payrolls in manufacturing. Financing is available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

March 22 Decisions

BROADCAST ACTIONS

Actions of March 19

Remote Control

KLEE Ottumwa, Iowa, Lee E. Baker—Granted authority to operate transmitter by remote control.

Granted License

WWPF Palatka, Fla., Palatka Bcstg. Co. — Granted license covering change of facilities, installation of new transmitter and DA for night use, changes in antenna system and change in transmitter location; 1260 kc, 500 w, U, DA-N (BL-5206).

KWAX Eugene, Ore., State of Oregon—Granted license for changes in noncommercial educational fm station; ch. 207 (89.3), .009 kw, U (BLED-146).

WMAS-FM Springfield, Mass., WMAS Inc.—Granted license covering changes in fm station; ch. 234 (94.7 mc), 1.35 kw (BLH-950).

Granted CP

WCIL Carbondale, Ill., Southern Illinois Bcstg. Partnership—Granted CP to install new transmitter as auxiliary transmitter, at present location of main transmitter, to be operated on 1020 kc, 1 kw (BP-9201).

KGFL Roswell, N. M., KGFL Inc. — Granted CP to change studio location and install new transmitter (BP-9202).

WRMN Elgin, Ill., The Elgin Bcstg Co.—Granted CP to install new transmitter (BP-9205).

WXYZ-TV Detroit, Mich., WXYZ Inc.—Granted CP to install auxiliary antenna at main transmitter site to operate on ch. 7. ERP vis. 5.14 kw, aur. 2.57 kw; completion date 9-19-54 (BPCT-1847).

KFWB Los Angeles, Calif., KFWB Inc.—Granted CP to replace expired CP (BP-8879) as mod. which authorized installation of new transmitter as auxiliary transmitter (BP-9206).

Modification of CP

WDXL Lexington, Tenn., Lexington Bcstg. Co. Granted mod. of CP for approval of antenna, transmitter location, specify studio location and increase height of antenna (BMP-6448).

The following were granted mod. of CPs for extension of completion dates as shown:

WWOR-TV Worcester, Mass., to 10-17-54; WAPA-TV San Juan, P. R., to 10-12-54; KNBH Los Angeles, Calif., to 10-18-54; WWLA Lancaster Pa., to 9-15-54.

Actions of March 18

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown:

WHFC-TV Chicago, Ill., to 9-7-54; WAAB-TV Worcester, Mass., to 10-12-54; WCAU-TV Philadelphia, Pa., to 10-5-54; WMBR-TV Jacksonville, Fla., to 10-12-54; WTSK-TV Knoxville, Tenn., to 9-25-54; KERO-TV Bakersfield, Calif., to 10-5-54; WBNS-TV Columbus, Ohio, to 10-15-54; WNCT Greenville, N. C., to 10-1-54.

Actions of March 17

Modification of CP

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Granted mod. of CP for extension of completion date to 7-8-54.

KBOI Meridian, Idaho, Boise Valley Bcstrs. Inc.—Granted mod. of CP for extension of completion date to 10-13-54.

Actions of March 16

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WMOU Berlin, N. H.; KRBA Lufkin, Tex.

Modification of CP

The following were granted mod. of CP for extension of completion dates as shown:

KBMT Beaumont, Tex., to 9-17-54; WATE Knoxville, Tenn., to 9-30-54; WERE-TV Cleveland, Ohio, to 8-17-54.

Actions of March 15

The Hampden-Hampshire Corp., Springfield, Mass.—Granted authority to transmit programs to CFRA Ottawa, Canada, from 1300 Liberty St., Springfield, Mass. (BFP-244).

Remote Control

WMOU-FM Berlin, N. H., White Mountains Bcstg. Co.—Granted authority to operate transmitter by remote control and to change antenna marking specifications.

Granted License

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted license covering change in transmitter and studio locations (BL-5056).

KSVC Richfield, Utah, Sevier Valley Bcstg. Co.—Granted license covering change in facilities and installation of directional antenna for night use only; 980 kc, 1 kw, DA-N, U (BL-5199).

KGAL Lebanon, Ore., Linn County Bcstg. Co.—Granted license covering change in facilities and installation of DA for day and night use; 920 kc, 1 kw, DA-1, U (BL-5180).

WLYC-FM Williamsport, Pa., Lycoming Bcstg. Co.—Granted license for fm broadcast station; ch. 286 (105.1 mc), 840 w, u, antenna 1150 ft. (BLH-951).

WKOP-FM Binghamton, N. Y., Binghamton Bcstrs. Inc.—Granted license for fm broadcast station; ch. 237 (95.3 mc); .412 kw, U (BLH-949).

March 23 Applications

ACCEPTED FOR FILING

License for CP

WPRY Perry, Fla., E. P. Martin, Alpha B. Martin, Elmo B. Kitts, John A. Branch and John D. Goff d/b as Pasco Bcstg. Co.—License to cover construction permit (BP-8755) as modified which authorized new standard station (BL-5233).

Modification of CP

WFLW Hodgenville, Ky., Lincoln Memorial Bcstg. Co.—Modification of construction permit (BP-8761) as modified, which authorized new standard station for extension of completion date (BMP-6471).

Modification of License

WILE Cambridge, Ohio, Land O'Lakes Bcstg. Corp.—Modification of license to change name of corporation from Land O'Lakes Bcstg. Corp. to the McClelland Bcstg. Corp. (BML-1580).

License for CP

KTXJ Jasper, Tex., Joe H. Tonahill & Joe J. Fisher, A Partnership d/b as Jasper Bcstg. Co.—License to cover construction permit (BP-8821) as modified which authorized change in frequency, increase in power, change hours of operation, type of transmitter and increase height of tower (BL-5231).

Modification of CP

KLVL Pasadena, Tex., Felix H. Morales—Modification of construction permit (BP-8250) as modified, which authorized change in hours of operation day to unlimited using power 500 w night, 1 kw daytime and directional antenna night use for extension of completion date (BMP-6473).

License for CP

WRON Ronceverte, W. Va., Blake Bcstg. Co.—License to cover construction permit (BP-8889) which authorized installation of a new transmitter (BL-5234).

WMNE Menomonie, Wis., Chris Hansen, Charles Whitford & Wendell Hansen d/b as Menomonie Bcstg. Co.—License to cover construction permit (BP-8973) which authorized increase in power (BL-5232).

Modification of CP

KTVU (TV) Stockton, Calif., San Joaquin Telecasters—Mod. of CP (BPCT-1465) as mod., which authorized new tv station for extension of completion date to 10-7-54 (BMPCT-1980).

KHQA-TV Hannibal, Mo., Lee Bcstg. Inc.—Mod. of CP (BPCT-760) as mod., which authorized a new tv station for extension of completion date to 9-24-54 (BMPCT-1982).

WECT (TV) Elmira, N. Y., El-Cor Tv Inc.—Mod. of CP (BPCT-513) as mod., which authorized a new tv station for extension of completion date to 10-25-54 (BMPCT-1981).

KSWO-TV Lawton, Okla., Oklahoma Quality Bcstg. Co., et al—Mod. of CP (BPCT-708) as mod., which authorized a new tv station for extension of completion date to 6-23-54 (BMPCT-1984).

KWTV (TV) Oklahoma City, Okla., Oklahoma Tv Corp.—Mod. of CP (BPCT-768) as mod., which authorized a new tv station for extension of completion date to 9-22-54 (BMPCT-1968).

KPRC-TV Houston, Tex., The Houston Post Co.—License to cover CP (BPCT-1380) as mod., which authorized changes in facilities of existing Comm. tv station (BLCT-187).

Renewal of License

WWOL Buffalo, N. Y., Greater Erie Bcstg. Co. (BR-1745); KFMJ Tulsa, Okla., Fred Jones Bcstg. Co. (BR-1390).

Remote Control

WAGM Presque Isle, Me., Aroostock Bcstg. Corp. (BRC-341); WSID Essex-Baltimore, Md., United Bcstg. Co. of Eastern Maryland Inc. (BRC-340); WLNH Laconia, N. H., Northern Bcstg. Corp. (BRC-342).

Application Returned

Northern Allegheny Bcstg., Co., Kan, Pa. — Modification of construction permit (BP-8671), which authorized a new standard broadcast station for change in type of transmitter; change studio location and make changes in the antenna system. (Section I dated after Notary date.)

Renewal of License

WHOM-FM New York, N. Y., Atlantic Bcstg. Co. (BRH-619); WWON-FM Woonsocket, R. I., Woonsocket Bcstg. Co. (BRH-438); WHC (FM) Madison, Wis., State of Wisconsin—State Radio Council (BRED-63); WHLA (FM) Madison, Wis., State of Wisconsin—State Radio Council (BRED-71).

Modification of CP

KBID-TV Fresno, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1069) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1986).

WFIE Evansville, Ind., Premier Tv Inc.—Mod. of CP (BPCT-1014) as mod., which authorized new tv station for extension of completion date to 9-10-54 (BMPCT-1988).

WSBT-TV South Bend, Ind., South Bend Tribune—Mod. of CP (BPCT-1017) as mod., which authorized new tv station for extension of competition date to September 1954 (BMPCT-1985).

License for CP

WSPD-TV Toledo, Ohio, Storer Bcstg. Co.—Mod. of CP (BPCT-1538) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-18-54 (BMPCT-1989).

WMT-TV Cedar Rapids, Iowa, American Bcstg. Stations Inc.—License to cover CP (BPCT-682) as mod., which authorized new tv station (BLCT-188).

March 24 Decisions

TV AND AM BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WAGM Presque Isle, Me.; WBIS Bristol, Conn.; WLAM Lewiston, Me.; WLLH-FM Lowell, Mass.; WVOM Brookline, Mass.; WBSM New Bedford, Mass.; WBSM-FM New Bedford; WCOP Boston, Mass.; WMNB North Adams, Mass.; WXHR (FM) Cambridge, Mass.; WEIM Fitchburg, Mass.

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—Granted renewal of tv station license on regular basis; auxiliary station's license granted subject to the final determination of matters raised in Docket 10345 with respect to changes in frequency assignment. Comr. Hennock not voting.

RCA-1850A. Iconoscope—in stock for immediate delivery.
RCA-1850A, $565

RCA-6181. UHF Power Tetrode. (forced air cooled).
RCA-6181, $835

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 268-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

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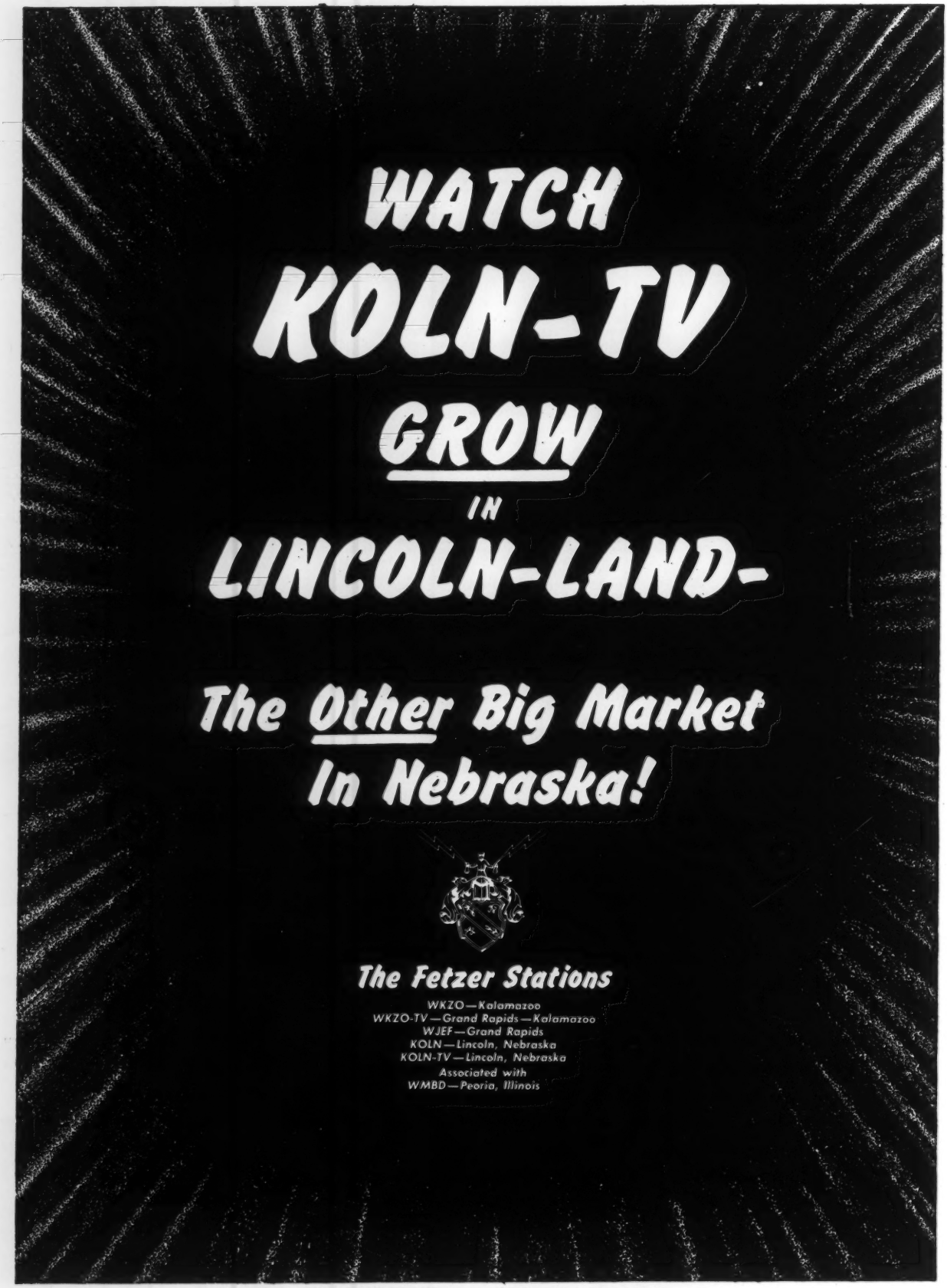


Avery-Knodel, Inc., Exclusive National Representatives

TELESTATUS

March 29, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►**WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
►WBRC-TV (6) NBC; Katz; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
►WKAB-TV (48) CBS, DuM; Forjoe; 53,149
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 24,600
Montgomery Bcstg. Co. (12) Headley-Reed; Initial Decision 10/7/53-9/15/54

Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 90,607

Phoenix—
►KOOL-TV (10) ABC; Blair; 90,607
►KPHO-TV (5) ABC, CBS, DuM; Katz; 90,607

Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 21,800
►KVOA-TV (4) NBC; Raymer; 21,800

Yuma†—
►KIVA (11) DuM; Forjoe; 17,462

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/8/53-4/15/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
►KRTV (17) CBS, DuM; 51,000

Pine Bluff†—
►KATV (7) ABC; Avery-Knodel; 58,772

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 55,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
►KHSL-TV (12) CBS, NBC; Grant; 30,580

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
►KBID-TV (53) Meeker
►KJEO-TV (47) ABC, CBS; Branham; 92,052
►KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,793,763
►KCOP (13) Katz; 1,793,763
►KHJ-TV (9) DuM; H-R; 1,793,763
►KNBH (4) NBC; NBC Spot Sls.; 1,793,763
►KNXT (2) CBS; CBS Spot Sls.; 1,793,763
►KTLA (5) Raymer; 1,793,763
►KTTV (11) Blair; 1,793,763

Newest Starters

Listed below are the newest stations that have started commercial operation:

WINK-TV Fort Myers, Fla. (ch. 11), March 18.
KFBB-TV Great Falls, Mont. (ch. 5), March 21.
KFBC-TV Cheyenne, Wyo. (ch. 5), March 22.

►KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
►KCCC-TV (40) 63,265
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
►KSBW-TV (8) CBS, NBC; Hollingbery; 381,494

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown

San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
►KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 838,600
►KPIX (5) CBS, DuM; Katz; 838,600
►KRON-TV (4) NBC; Free & Peters; 838,600
►KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
►KTVU (36) Hollingbery
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 123,000

Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 40,743
►KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
►KBTV (9) ABC; Free & Peters; 209,306
►KFEL-TV (2) DuM; Blair; 209,306
►KLZ-TV (7) CBS; Katz; 209,306
►KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

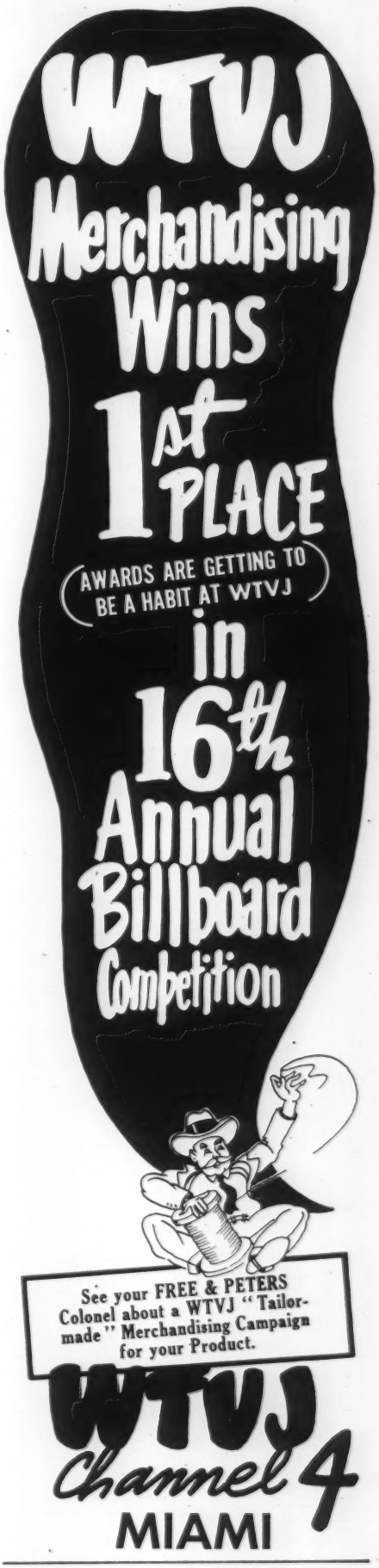
Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 39,720
►KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 59,127

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



KHQA-TV 7

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 96,606 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

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Tower
886 Feet above Average Terrain
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316 KW ERP CP

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National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; DuM; Bolling; 153,406

New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 117,660

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 193,287
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 605,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 32,000
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,404
WOBS-TV (30) Stars National; 8/12/53-5/1/54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-5/1/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) ABC, DuM; Blair; 10/14/53-May '54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) Weed; 22,100
WJNO-TV (5) 11/4/53-8/1/54
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-4/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 73,100
► WRDW-TV (12) CBS; Headley-Reed; 50,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 48,720
► WRBL-TV (4) CBS; Hollingbery; 59,653

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 74,415

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS; Katz; 18,312

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-4/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 29,750
► KIDO-TV (7) ABC, NBC, DuM; Blair; 24,800

Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 13,000

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 237,500
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,594,574
► WBKB (7) ABC; Blair; 1,594,574
► WGN-TV (9) DuM; Hollingbery; 1,594,574
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,594,574
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 30,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22)

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 137,630
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 96,600

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 75,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 65,000
65,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 524,003

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) Venard; 41,750

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 75,344
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 462,120
WISH-TV (8) Bolling; 1/28/54-7/1/54
WJRE (26), 3/26/53-Unknown

LaFayette†—
► WFAM-TV (59) Rambeau; 46,700

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 64,250

Princeton†—
► WRAY-TV (52) Walker; 35,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 100,792

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo†—
WINT (15) 4/6/53-6/15/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 217,594

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/25/54 (granted STA March 5)

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-May '54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 100,010
KTIV (4) Hollingbery; 1/21/54-Fall '54

Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 94,445

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 46,953

Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
► WEHT (50) CBS; Meeker; 39,189

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
The Central Kentucky Bcstg. Co. (18) Initial Decision 3/10/54

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 385,904
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
► WKLO-TV (21) ABC, DuM; Venard; 81,942
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 46,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10) 9/16/53-7/1/54
KLFY-TV (10) Rambeau; 9/16/53-7/1/54

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) ABC, CBS, DuM; Young; 15,000

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 101,000
► KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 244,792
► WJMR-TV (61) DuM; Bolling; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 34,300

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600

Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-Mc-Kinney; 18,179

Poland†—
WMTW (8) 7/8/53-7/1/54

Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 35,400

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
► WBAL-TV (11) NBC; Petry; 539,503
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 539,503
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-4/15/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) Walker; 182,000

Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,162,627
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,162,627

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; 104,285

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV (28), Walker; 7/11/53-Summer '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 124,000
► WWLP (61) ABC, NBC; Hollingbery; 124,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 8/11/53
► WTAC-TV (16) ABC; Raymer; 51,400

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 376,533

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
► WILS-TV (54) ABC, DuM; Venard; 35,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 252,000

Muskegon†—
WTVM (35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Local acceptance?

126 local accounts* signed in six weeks!

*Names on request

WWOR TV
WORCESTER • MASS.
14

There's more to be seen on channe

EVEN IN FLORENCE IT'S

W·H·E·N

They give a fast brush to painting in Florence — they're too busy watching WHEN - TV to puddle around with a palette.

Naturally, we're talking about Florence, N. Y., one of the 250 communities in upstate New York to whom television is the Gallery of the World . . . and WHEN is their favorite picture. Patrons of the arts, they count their lira by the pound and love to spend 'em on cars, clothes, caviar, and candles. Want a market for your own objets d'art? Try an exhibit on Channel 8, the favorite viewing-place of Central New York art-lovers (2¼ million of them.) For display space . . .

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

FOR THE RECORD

WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth†—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
► WTCN-TV (11) ABC; Blair; 427,000

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 60,000

St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 436,700
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 32,000
► WLBT (3) NBC; Hollingbery; 85,607
WSLI-TV (12) ABC; Weed; 7/22/53-3/27/54 (granted STA March 17)

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/18/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 380,450
► KMBC-TV (9) CBS; Free & Peters; 380,450
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 380,450
► WHB-TV (9) CBS; Blair; 380,450

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 94,289

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 611,252
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,060

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 8,500

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200

Great Falls†—
► KFBB-TV (5) CBS; Headley-Reed

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 20,500

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) DuM; Avery-Knodel; 72,390

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
WMUR-TV (9) ABC; Weed; 8/26/53-3/28/54 (granted STA March 5)

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 41,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548

Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 19,233

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 72,345
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 388,799. See footnote (a).
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage†—
The Brockway Co. (7) ABC, CBS; 3/3/54-Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,639
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 27,485

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 216,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 216,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 306,200
► WTRI (35) CBS; Headley-Reed; 70,188

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 299,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 336,690

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 135,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 16,000
WLOS-TV (13) 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 40,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 391,158

Durham†—
WTIK-TV (11) 1/21/54-Unknown

Fayetteville†—
Fayetteville Bcstrs. Inc. (18) Initial Decision 3/16/54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) CBS; Harrington, Righter & Parsons; 219,203

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190

Wilmington†—
WMFD-TV (6) NBC; Weed; 7/30/53-4/1/54
WTHT (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 182,007
► WTOB-TV (26) ABC, DuM; H-R; 47,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,660

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) 17,500

Cincinnati—
*WCET (*43), 12/2/53-Unknown*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470
► WIFE (22) Headley-Reed; 41,907
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 29,351

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 36,217

Steubenville—
Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
Tulsa Bcstg. Co. (8) Initial Decision 3/3/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 256,102
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 256,102
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) Bolling
► KOTV (6) ABC, CBS, NBC; Petry; 229,000
KSPG (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/13/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 167,183
► KPTV (27) NBC; NBC Spot Sls.; 161,309
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KPIC (24) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427

Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 750,453

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 289,960
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Pearson; 138,300

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 109,691

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
► **WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780**
► WENS (16) ABC, CBS; Petry; 236,452
► WKJF-TV (53) Weed; 188,469
*WQED (*13) 5/14/53-4/5/54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► **WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973**
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 135,000
► WGBI-TV (22) CBS; Blair; 150,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► **WBRE-TV (28) NBC; Headley-Reed; 130,000**
► WILK-TV (34) ABC, DuM; Avery-Knodel; 155,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► **WNOW-TV (49) DuM; Hollingbery; 72,000**
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
WNET (16) ABC, DuM; Raymer; 4/8/53-4/1/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown

Anderson†—
► WAIM-TV (40) CBS; Forjoe; 43,500

Camden†—
WACA-TV (15) 6/3/53—Unknown

Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 71,428
Southern Bcstg. Co. (2) NBC; Initial Decision 2/23/54-September '54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 41,207
► WIS-TV (10) NBC; Free & Peters; 94,056
► WNOK-TV (67) CBS, DuM; Raymer; 40,107

Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 55,353

Greenwood†—
WCRS-TV (21), 4/8/53-Unknown

Spartanburg†—
WSPA-TV (7) CBS; 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
The Hills Bcstg. Co. (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 53,076

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF-TV (12) NBC; Branham; 1/28/54-4/25/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54

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Johnson City†—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 54,209

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 61,630
► WTSK (26) CBS, DuM; Pearson; 58,550

Memphis—
► WHBQ-TV (13) CBS; Blair; 257,000
► WMCT (5) ABC, NBC, DuM; Branham; 257,000

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 184,122
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 184,122

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,810

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 46,466
► KGNC-TV (4) NBC, DuM; Katz; 46,466
KLYN-TV (7), 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 58,451

Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 368,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 48,102
► KTSM-TV (9) NBC; Hollingbery; 37,429
Trinity Bcstg. Corp (13) Forjoe 3/18/54-6/1/54

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 306,323

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 276,000

Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300

Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► **KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500**
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54 Unknown

Longview†—
► **KTVE (32) Forjoe; 16,100**

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 44,387
► **KDUB-TV (13) CBS, DuM; Avery-Knodel; 44,387**
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54

Marshall†—
KMSL (16), 6/25/53-Unknown

Midland—
► KMID-TV (2) NBC; Venard; 30,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 21,115

San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 184,299
► WOAI-TV (4) NBC; Petry; 184,299

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 71,815

Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223

Tyler†—
► **KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232**
KLTV (7) 1/27/54-Unknown

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 28,000

Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-4/1/54 (granted STA Jan. 18)

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 85,300
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 155,300
► **KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 155,300**
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 15,000

Hampton (Norfolk)—
► **WVEC-TV (15) NBC; Rambeau; 81,400**

Harrisonburg†—
► **WSVA-TV (3) NBC; Devney; 78,345**

Lynchburg—
► **WLVA-TV (13) CBS, DuM; Hollingbery 102,281**

Newport News—
► **WACH (33) Avery-Knodel**

Norfolk—
► **WTAR-TV (4) ABC, CBS, DuM; 211,772**
► **WTOV-TV (27) ABC, DuM; Forjoe; 92,000**
► **WVEC-TV (15) See Hampton**

Richmond—
WOTV (29), 12/2/53-Unknown
► **WTVR (6) ABC, CBS, NBC, DuM; Blair; 435,949**

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 241,158

WASHINGTON

Bellingham†—
► **KVOS-TV (12) Forjoe; 54,097**

Seattle—
► **KING-TV (5) ABC; Blair; 339,400**
► **KOMO-TV (4) NBC; Hollingbery; 339,400**
KUOW-TV (*9), 12/23/53-September '54

Spokane—
► **KHQ-TV (6) ABC, NBC; Katz; 55,048**
► KXLY-TV (4) DuM; Walker; 67,159
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (13) Branham; 339,400
► **KTNT-TV (11) CBS, DuM; Weed; 339,400**

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► **KIMA-TV (29) CBS; Weed; 18,450**

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 35,900
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 7/1/53-3/28/54

Huntington—
► **WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 300,443**

Parkersburg†—
► **WTAP (15) ABC, DuM; Forjoe; 20,000**

Wheeling—
WLTV (51), 2/11/53-Unknown
► **WTRF-TV (7) NBC; Hollingbery; 451,800**

WISCONSIN

Eau Claire†—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700**

Green Bay—
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253**
Valley Telecasting Co. (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown

Madison—
*WHA-TV (*21) 10/7/53-5/3/54*
► **WKOW-TV (27) CBS; Headley-Reed; 39,000**
► **WMTV (33) ABC, DuM; Meeker; 36,500**

Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54

Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 285,000**
► **WOKY-TV (19) ABC, DuM; H-R; 236,640**
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington,** Righter & Parsons; 660,770

Neenah†—
► **WNAM-TV (42) George Clark**

Superior†—
► **WDSM-TV (6) CBS; Free & Peters**

Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown

Cheyenne†—
► KFBC-TV (5) CBS; Hollingbery

ALASKA

Anchorage†—
► **KFIA (2) ABC, CBS; Weed**
► **KTVA (11) NBC, DuM; Feltis**

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HAWAII

Honolulu†—
►KGMB-TV (9) ABC, CBS; Free & Peters; 50,000
►KONA (11) NBC, DuM; NBC Spot Sls; 43,250
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/16/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 8/12/53-4/9/54 (granted STA March 5)
WKAQ-TV (2) Inter-American, 7/24/52-3/29/54 (granted STA Feb. 12)

CANADA

Londont—
►CFPL-TV (10) 35,000
Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005
Ottawa—
►CBOT (4) 10,100
Sudburyt—
►CKSO-TV (5) 4,938
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2)

MEXICO

Matamorost (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuanat (San Diego)—
►XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 372; total cities with stations on air: 246. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 28,814,724.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 285,417 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

UPCOMING

MARCH

March 28-30: Arkansas Broadcasters Assn., Albert Pike Hotel, Little Rock.
March 29-30: Briefing conference on communications law and regulation, sponsored by Federal Communications Bar Assn., Sheraton Park Hotel, Washington.
March 29-30: NARTB Tv Code Review Board, Washington, D. C.
March 30-31: Ohio Assn. of Radio-Tv Broadcasters, Mansfield-Leland Hotel, Mansfield.
March 31: Testimonial dinner for Judge Justin Miller, retiring NARTB board chairman, Mayflower Hotel, Washington, D. C.

APRIL

April 1: Comments due on FCC proposed license fees.
April 2: Canadian Broadcasting Corp., board of governors, Railway Committee Room, Parliament Bldgs., Ottawa.
April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.
April 4-6: American Public Relations Assn., Hotel Biltmore, New York.
April 5-7: CBS-TV Film Sales Clinic, New York.
April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.
April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.
April 9-10: Alabama Broadcasters Assn., Admiral Semmes Hotel, Mobile.
April 9-10: Washington State Assn. of Broadcasters, Ridpath Hotel, Spokane.
April 11: Replies due to comments on FCC proposed license fees.
April 12-18: National Advertising Agency Network management conference, Boca Raton Hotel & Club, Boca Raton, Fla.
April 13: Sigma Delta Chi awards dinner, New York.
April 18-23: Inside Advertising Week.
April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.
April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-25: Fourth District, Advertising Federation of America, Soreno Hotel, St. Petersburg, Fla.
April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.
April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.
April 25: Los Angeles Advertising Women, awards dinner, Los Angeles.
April 27-28: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.
April 27-29: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-16, Senate Office Bldg. 10 a.m.
April 28: Brand Names Day.
April 29-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.
April 30-May 1: Radio-tv news clinic, U. of Illinois, Urbana.

MAY

May 3-6: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.
May 14: International Advertising Assn., Hotel Plaza, New York.
May 15: Indiana Radio-Tv Newsmen, WISH studios, Indianapolis.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 23-27: NARTB Convention, Palmer House, Chicago.

SPECIAL LISTING

BMI Program Clinics

March 29: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio
April 2: Jefferson City, Mo.; Jackson, Mich.
April 5: Hutchinson, Kan.; Altoona, Pa.
April 7: Beatrice, Neb.; Camden, N. J.
April 9: Des Moines, Iowa; Washington, D. C. (D. C.-Md.)
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana

Pioneers of Electronics

THOMAS ALVA EDISON

The greatest electronics pioneer, Thomas Edison, personified the saying that "genius is 98 per cent perspiration and 2 per cent inspiration." Although responsible for over thirty different patents, Edison did not concern himself with what might be of service in later centuries; he confined himself to the needs of the present!

Dage too felt the need of the present when it perfected the Vidicon Camera. Although Dage is made up of young pioneering engineers, it has the longest Vidicon engineering experience in the television field.

- Dage was first to realize the potentialities of the Vidicon pick-up tube.
- Dage is first with the Vidicon Camera and first with new developments.
- The Dage Vidicon Camera is ½ the cost of competitive makes.

the Dage Vidicon Camera

for film and live pick-up

The American Broadcasting Company first obtained excellent results in a pickup of the Presidential Inaugural parade with Dage Camera equipment.

Dage continued its development and production of Vidicon equipment for studio and remote use. Thus, a *completely original* line of TV broadcast equipment was developed including camera, camera control, switching fading unit, and RTMA sync generator.

A few of Many Users of Dage Television Equipment

American Broadcasting Company	Oregon Technical Institute
Illinois Tech	Ketchikan TV
WFIL-TV	Commonwealth Edison
Flight Determination Lab—WSPG	Chrysler Corporation
	American Television Institute
	Chicago Teachers' College

See the Dage exhibit at the NARTB convention in Chicago, May 23-27. Write today for your free copy of "The Story of the Dage Vidicon Camera."

DAGE ELECTRONICS CORPORATION
69 N. SECOND STREET • BEECH GROVE, INDIANA
"NEW DEVELOPMENTS BEGIN WITH DAGE"

editorials

A Hearty 'Well Done'

THIS WEDNESDAY a grateful broadcasting art pays homage to a respected leader.

Justin Miller will be feted at a banquet in Washington as he retires from the helm of the NARTB, after eight hectic, exciting years in the service of broadcasting's over-all trade association. On Oct. 1, 1945, he resigned from the Federal bench—a life-time post—to become president of the then NAB. On April 1, he leaves the board chairmanship of the NARTB to retire in his native California.

When Judge Miller assumed his NAB position, the most calamitous war in our history had just ended. Television and fm were getting under way. The rules of the game were being written. The left-wingers were pressing inexorably toward government control. There was the threat of program censorship. This could have been the turning point, the year of decision.

Judge Miller had just one mandate from radio's leadership. That was to thwart every effort to undermine radio's free estate; to make radio "as free as the press," and to win for radio new prestige and dignity.

The task was not easy. There was abuse from arrogant heads of the licensing authority during that era of regulation by innuendo and lifted eyebrow. There were rough days on Capitol Hill when bellicose Senators and Congressmen, angered over political rates and equal time, ran rough-shod over radio spokesmen. There were broadcasters' conventions that reached acrimonious levels.

Judge Miller weathered every storm, never losing his temper or his judicial approach. And he never lost sight of his objective.

Today, there's no question of the survival of all broadcasting as a free and vibrant medium. Today broadcasting is on a parity with the press as a news and opinion medium. Today the operating head of a broadcasting station is the opposite-number of the newspaper publisher.

There are those who have found fault with Judge Miller during his stewardship. He's never been too much interested in rate-cards, volume discounts or cow-catchers and hitch-hikes. But he knows law, history, government and the dignity of man. He has been a valiant warrior for the causes in which he believes.

Judge Miller leaves the NARTB in capable hands. He leaves in robust health, and with the healthy respect of his erstwhile adversaries. He leaves with a hearty "well done" from all broadcasters everywhere.

Publisher Bites Television

EDITORS and publishers who have guarded so zealously the freedom of their medium and have resisted all efforts of government to impinge upon free enterprise must have been stunned last week by one of their own number.

Cecil B. Highland, president and general manager of the Clarksburg (W. Va.) newspapers (both of them, and the only ones in town) asked the FCC to listen to his plea against the licensing of a new tv station in the market. Why? Because the station will compete for the newspaper's advertising dollars and affect its circulation!

Now it happens Mr. Highland is one of the last of newsdom's feudal lords who refuses to recognize that the electronics art ever was invented. He, 'tis reported, will not print the word "radio" in his newspapers and is loath to mention broadcasting people in his columns. He obviously would have opposed any tv grant to the market.

There was nothing to prevent Mr. Highland from applying for the tv channel granted to the Ohio Valley Broadcasting Corp., in which other West Virginia newspapers are interested. Far-sighted publishers got into tv early. Out of a total of some 370 tv stations now on the air, 103 are newspaper-owned.

What the Clarksburg newspapers propose to prove at an FCC hearing (should one be authorized) we do not pretend to know. Certainly tv competes with newspapers. And newspapers compete with television, radio, car-cards, billboards and direct mail.

One can only conclude that Mr. Highland doesn't believe in free competitive enterprise.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Free publicity? What do you think I'm running—a radio station?"

New Look

WE FIND it difficult not to be invidious in commenting upon the atmosphere that prevailed at the most recent convention of the Assn. of National Advertisers [B•T, March 22] compared with that of ANA meetings only two or three years ago.

One of the featured speeches of the meeting a fortnight ago was entitled "To Hell with Television" and was a reminder that radio offered wonderful opportunities for effective advertising. Any agency or advertiser representative who had dared to make such a speech at the meetings in 1951 or 1952 would have been ridden out of The Homestead on a rail.

It is cheering to observe that at last national advertisers are accepting the undeniable fact, which some of them chose to ignore for a while, that radio not only has survived the past few years but has actually prospered. It is by no means derogatory of television to say that although radio may have been changed in some respects by tv competition it remains a basic medium with unique characteristics which neither television nor any other advertising vehicle can match.

There may be more than coincidence in the advertisers' reawakening to radio and the economic forecasts of the moment.

Economists point to prospects of a decline in the economic curve. Businessmen know that if the curve is to be kept from declining seriously, they must invigorate their selling efforts to encourage people to make purchases they might postpone if they felt pessimistic about the future.

The economic forecasts, in short, are forcing an era of hard selling, which is to say an era in which effective advertising becomes more important than in the easy-money years. In such a business climate, radio is a natural medium to turn to, and its ability to reach many people at places and times that are denied to other media is now becoming more generally understood.

A good illustration of how the opinion of economists is influencing the plans and actions of advertising experts is to be found in the special article beginning on page 69 of this issue. In essence the article shows how vital a mission has been given to advertising as an economic weapon in the critical year of 1954. Of particular interest to broadcasters and telecasters is the general acknowledgement among the big advertisers quoted in the article that radio and tv must carry out primary assignments in the total advertising plan.

It is well to emphasize the intended facetiousness of the title of the ANA address mentioned above. The increasing awareness and use of radio does not signify that a "to hell with television" attitude must prevail if radio is to flourish. It is not a case of radio *vs.* television, with a choice to be made of one. It is a case of using both as indispensable media in the era of the hard sell.

FRINGE BENEFIT

Add super power to that terrain; add motivation on the part of Iowa viewers to ability to pay for super antenna rigs.

Get a fringe benefit that makes WMT-TV unique: effective audience contact well beyond the usual physical limitations of telecasting. There are at least 194,280 tv sets within our 0.1 mv area.

WMT-TV

CHANNEL 2 100,000 WATTS

CBS for Eastern Iowa

Mail address: Cedar Rapids

National Reps: The Katz Agency